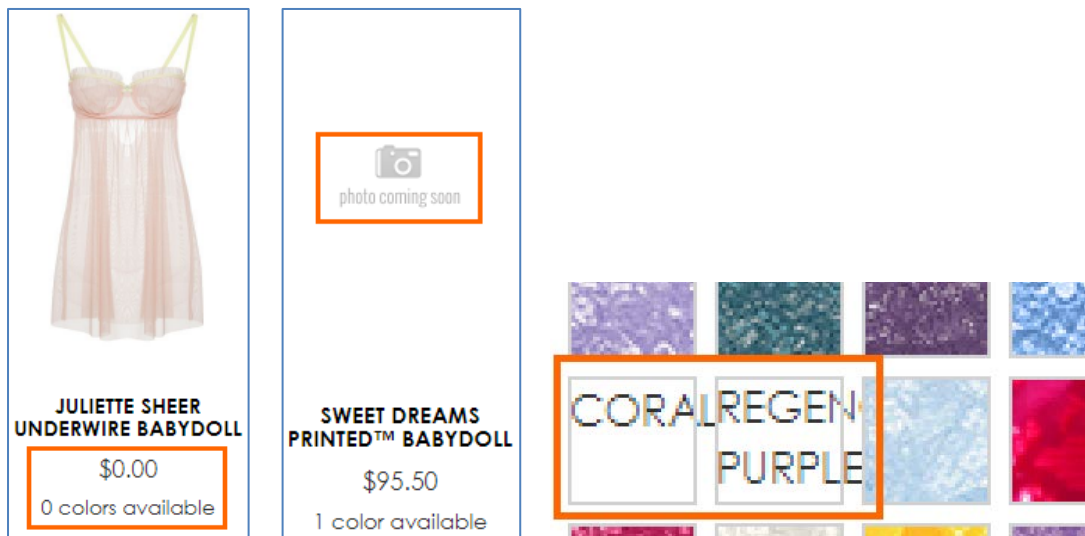


CRO and UX audit of Cosabella webstore

Version 2 | 29.08.2017

General remarks

GE004 Fix bugs:



GE008 Average page load time is 6.7 seconds which is much higher than accepted benchmark for ecommerce websites of 2 seconds¹. Recommendation is to pay close attention to this parameter and improve page load speed.

GE010 Replace **UPPERCASE** with **Mixed case** throughout the whole page. Uppercase text not only retards legibility², using it is a bad netiquette because it is considered “shouting” on the internet³: it is not polite to shout at the customers. Currently your website looks terribly yelling.

GE020 It is important to have correctly designed breadcrumbs because they are a vital part of website navigation⁴. These clickmaps show that on product pages users often click category link *instead of immediate subcategory* they just came from:



¹ “Desktop users expect a site to load within a second or two in 2017. Mobile users are a little more patient, for now” (Anderson, Shaun (2017) How fast should a website load in 2017? [Link](#)); see also: Conversion Voodoo (2015) Essential ecommerce industry stats for page speed [Link](#), Pingdom (2016) Web performance of the world’s top 50 e-commerce sites [Link](#).

² “All-capital print greatly retards speed of reading in comparison with lower-case type. Also, most readers judge all capitals to be less legible. <...> The use of all capitals should be dispensed with in every printing situation” (p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

³ “Capital letters look like you hate someone and are shouting” (p. 30 in: Garfield, Simon (2010) *Just My Type: A Book about Fonts*, London: Profile Books); see also: Netiquette Wiki (2014) Rule number 2 – Do not use all caps [Link](#); Robb A. (2014) How capital letters became internet code for yelling and why we should lay off the all-caps key [Link](#); Groeger, Lena (2016) How typography can save your life, *Southern Communicator*, 38, 8-12 [PDF](#).

⁴ Appleseed, Jamie (2013) E-commerce sites need 2 types of breadcrumbs (68% get it wrong) [Link](#).

This is because visitors used to use normal breadcrumbs on other websites. This is how correct breadcrumbs should look like⁵:

Home > {Category} > {Subcategory} > {Product}

Example:

Home > Bras > Strapless > Marni Strapless Plunge Bra

GE030 Remove unnecessary and annoying hints:



GE040 Black is an inappropriate color for links – it should be used for static text only. Make all these links colored:

HOME > LINGERIE > BRIDAL > HONEYMOON **NEW SOIRE SHEER LOWRIDER**
L'AMOUR LOWRIDER BIKINI
 FREE STANDARD GROUND SHIPPING ON ORDERS \$100+ **BIKINI**
 72 Reviews
NEW SOIRE SHEER MOLDED BRA

Search

SE010 Search is extremely important because 30-50% of ecommerce visitors prefer to use a site’s internal search engine as opposed to simply navigating the site⁶, and search visitors are known to convert at a rate much higher than the average non-site search visitor⁷. It is necessary to improve search functionality on your website because analytics shows that visitors who use search spend six times more time on-site and *convert ten times better* than those who don’t use search:

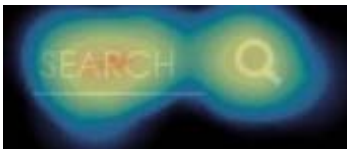
Site Search Status ?	Acquisition			Behavior			Conversions eCommerce		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	205,701 % of Total: 100.00% (205,701)	65.60% Avg for View: 65.60% (0.00%)	134,943 % of Total: 100.00% (134,943)	64.99% Avg for View: 64.99% (0.00%)	3.34 Avg for View: 3.34 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)	1,952 % of Total: 100.00% (1,952)	\$249,198.65 % of Total: 100.00% (\$249,198.65)	0.95% Avg for View: 0.95% (0.00%)
1. Visits Without Site Search	199,766 (97.11%)	66.06%	131,969 (97.80%)	66.80%	2.94	00:01:43	1,490 (76.33%)	\$180,480.73 (72.42%)	0.75%
2. Visits With Site Search	5,935 (2.89%)	50.11%	2,974 (2.20%)	4.23%	16.88	00:10:34	462 (23.67%)	\$68,717.92 (27.58%)	7.78%

Search box on your website is difficult to notice (it is too small and wrongly positioned) and users don’t understand which object should they click – SEARCH placeholder or magnifying glass icon:

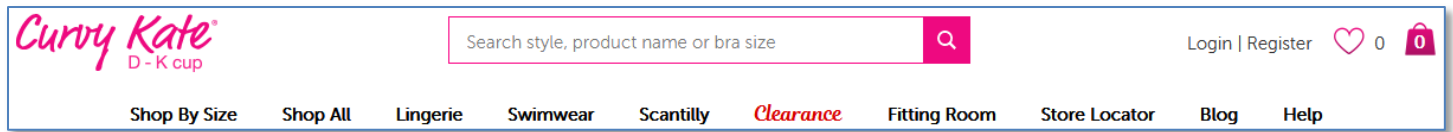
⁵ Nielsen, Jakob (2007) Breadcrumb navigation increasingly useful [{Link}](#).

⁶ P. 7 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).

⁷ Walker, Tommy (2014) Convert more visitors by improving your internal site search [{Link}](#).



Here is an example of much better (but still not ideal) search box:



[Curvy Kate](#)

These are requirements for a perfect search box⁸:

- don't hide search behind a magnifying glass icon (on both desktop and mobile⁹), use a permanently visible search box;
- border and button should have high contrast;
- entry field should have white background;
- there must be sufficient whitespace around the search box;
- search box should be positioned top center or top right;
- it should use textual button in place of magnifying glass icon.

This is how your search box should look like:



There must be call-to-action text ("Search style, color, size..."), but it is not recommended to place it inside the search box¹⁰. "Find" button label must work better than "Search" and "Go" buttons¹¹.

SE020 Use a more advanced and smart predictive search functionality. For example, it is known that the majority of subjects at one point or another while browsing apparel and other visually-driven verticals' websites want to see only the products available in a specific color. How color search results are presented to users plays a crucial role in how successful users are in their overall ability to actually locate and decide upon a product they want to purchase¹². This means that predictive search must understand color keywords and provide relevant suggestions.

Compare:

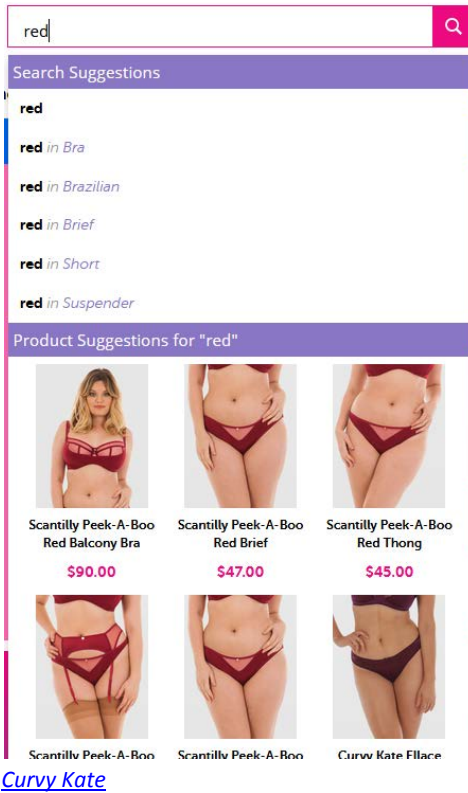
⁸ Chapter 4 in: Fries, Lane (2017) The ultimate guide to increasing conversions through site search [{Link}](#); SearchSpring (2017) Designer Cheatsheet: Increasing Search Bar Conversions [{PDF}](#).

⁹ "Don't hide search on mobile" (Fries, Lane (2017) 3 critical search bar optimization tricks [{Link}](#)).

¹⁰ "No filler text in the search field" (Longo, Luca (2017) 34 UX search guidelines for ecommerce [{Link}](#)); "Placeholder text is harmful in search boxes" (Mundstock, Rachel (2014) Placeholder text: Think outside the box [{Link}](#)).

¹¹ Watch episode 46:57-48:19 in: Gilis, Karl (2017) The 10 Costliest UX Mistakes. And How to Avoid Them [{Vimeo}](#).

¹² Holst, Christian (2017) Product thumbnails should dynamically update to match the variation searched for (54% don't) [{Link}](#).



Search suggestions often look irrelevant or strange:

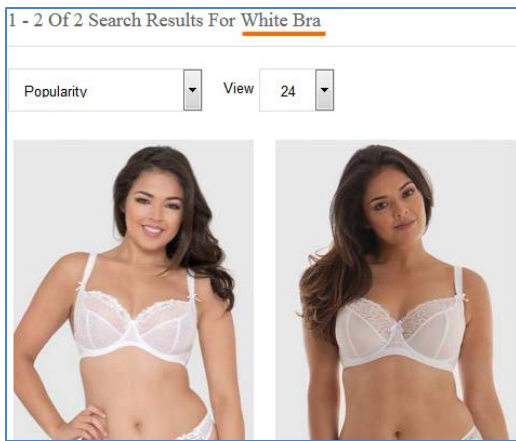


This may even cause website abandonment because based on these suggestions visitors may decide that your website in principle doesn't offer products they need.

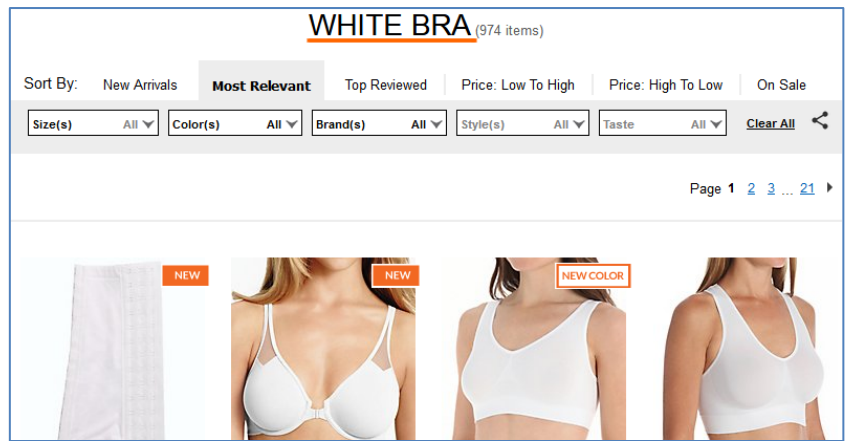
SE030 Also, product images on a search results page should be dynamically updated to reflect the color variation searched for. Compare:



[Cosabella](#)



[Curvy Kate](#)



[HerRoom](#)

Masthead

MH020 Textual link **My account** will work better than an icon.

MH030 Enlarge the size of shopping cart link and make it more conspicuous. Button-like shopping cart link should work better than an icon¹³.

Main menu

MM004 Main menu presented as a horizontal bar (i. e. visually separated from the masthead background) must work better than menu embedded into the masthead:



(Also, using chromatic colors for menu background may be better than funeral black.)

MM006 Menu items that have submenus should be indicated by a down arrow. Otherwise users often click them and as a result are presented with excessive choice of products they can't cope with:



Examples:



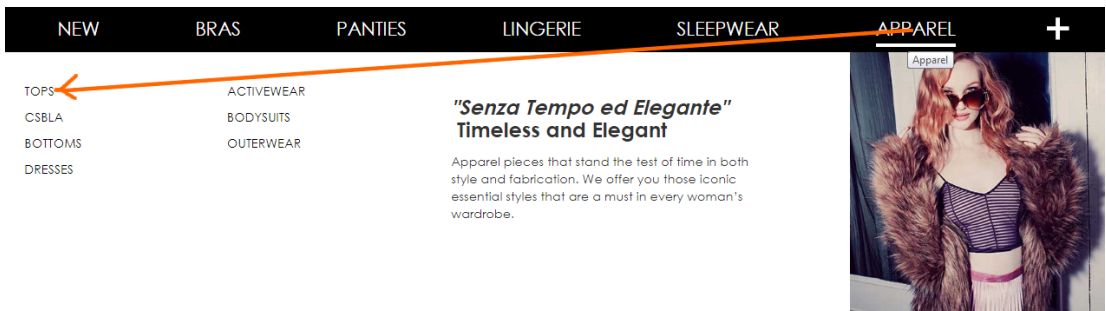
[Curvy Couture](#)



[The Little Bra Company](#)

MM008 Main menu should include homepage link¹⁴.

¹³ "Avoid placing cart links in dark bars spanning the top of the page. Our brains scan white (or light) space looking for site functions, and it's very easy to not see anything in a skinny bar" (Bustos, Linda (2016) Optimizing shopping cart page design and usability [{Link}](#)); "When shoppers are ready to buy they do not want to have to guess about how to find the shopping cart" (Roggio, Armando (2016) 7 ecommerce design conventions for 2016 [{Link}](#)).

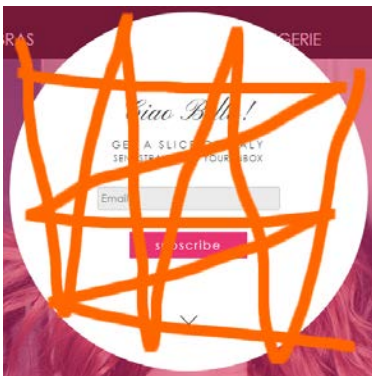


Instead, place submenus below the corresponding main menu items:



Homepage

HP007 Entry popups are the absolute best way to destroy visitors' attention and kill their impression of your website:



Popups are the most hated feature on websites and they should be avoided without question¹⁸. It must also be noted that since January 2017 Google punishes websites with intrusive interstitials in Google search results¹⁹.

¹⁷ Wikipedia: Fitts's law [{Link}](#).

¹⁸ "Entry pop-ups represent the most blatant kind of in-your-face interruption advertising. They will anger, annoy, frustrate, and distract your visitors before they even see your landing page. Worst of all, using entry pop-ups shows really poor thinking on the part of the marketer responsible for their creation" (p. 81 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); "Pop-ups, by definition, ruin the user experience" (Reed, Jon (2015) No, pop-ups can't be part of a good UX – ever [{Link}](#)); "Don't show overlay dialogs on page load. Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get **annoyed** with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam", which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (Appleseed, Jamie (2014) Avoid these 5 types of e-commerce graphics [{Link}](#)); also: Elding, Robert (2016) The most hated website features [{Link}](#); Fessenden, Therese (2017) The most hated online advertising techniques [{Link}](#).

¹⁹ Feldman, Brian (2016) Google is out to kill 'sign up for our newsletter' pop-ups [{Link}](#).

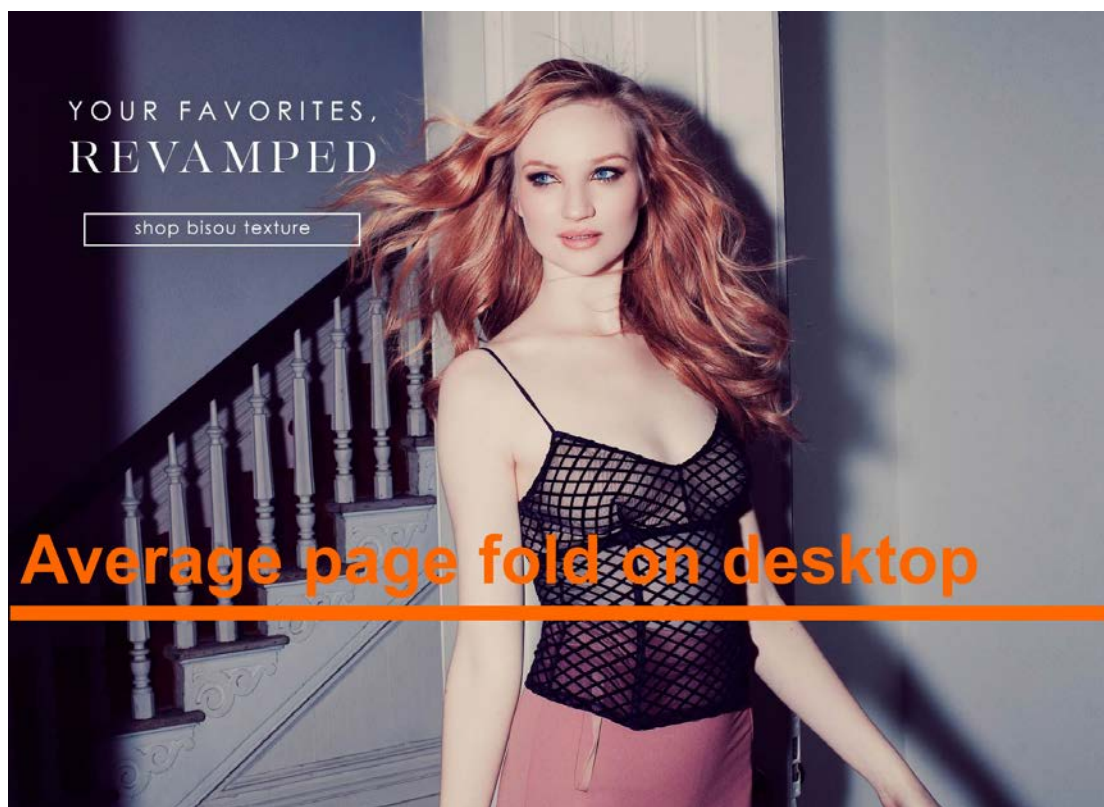
HP010 My general impression is that you are trying to find some rational use for the homepage and can't find it at all. However, the purpose of an ecommerce homepage is well-understood: it should serve for *category (and subcategory) level navigation*²⁰. It is also acceptable to place some promotional content on a homepage.

First of all, almost all existing homepage content should be removed:



²⁰ "Ideally, your home page should show the visitor what is possible to do or buy on the site. If you're an e-commerce site, you don't accomplish that by devoting a large chunk of your prime real estate to a few offers or events at the expense of navigation or your categories. Don't rely on visitors using your text-based navigation bar – people will only go to the navigation bar if your page body fails. Counting on the visitor to go up to the nav bar, pull it down, and look at the sub-categories is an unreasonable expectation. So, instead of showcasing promotions or individual products on your home page, put your permanent categories that convey the breadth of your product offering above the fold. Have a tile-like navigation with a few simple high-level groupings with images of constructed collages representative of those categories that users can use to drill down to find the product they're looking for" (SiteTuners (2015) 2 reasons the home page exists, and why web sites fail {[Link](#)}); "The primary use of your homepage should be for category-level navigation" (p. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons); also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59 {[YouTube](#)}.

(a) The vertical size of the hero area is pathologically large by any standards²¹:



Taking into account its limited scope (single collection from 80) and low number of clicks, its monstrous size is definitely disproportional to the banner value. General recommendation is to avoid this type of hero banners completely²². Instead, you may use seasonal special offers (Spring/Fall, Semiannual, 4th of July, Mother's Day, Halloween, Memorial etc.). Their vertical size should be not more than 1/3 of an average desktop viewport.

Also, using people's face photos in the hero area is always risky²³. Face photos should be tested.

(b) this banner attracts no clicks:

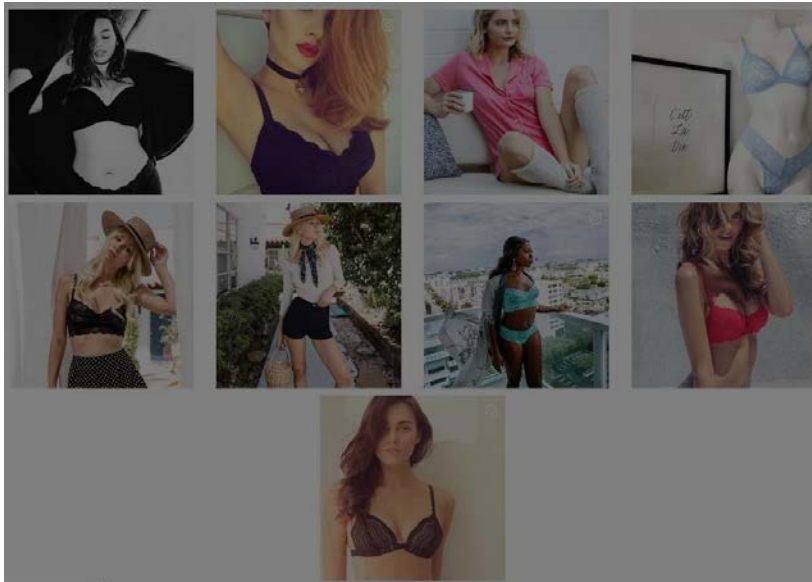


²¹ "People also hate to scroll. After a few screenfuls, a lot of them give up" (Briem, Gunnlaugur SE (2002) How to arrange text on web pages, in: Sassoon R. (Ed.) (2002) *Computers and Typography 2*, Bristol: Intellect Books, p. 13).

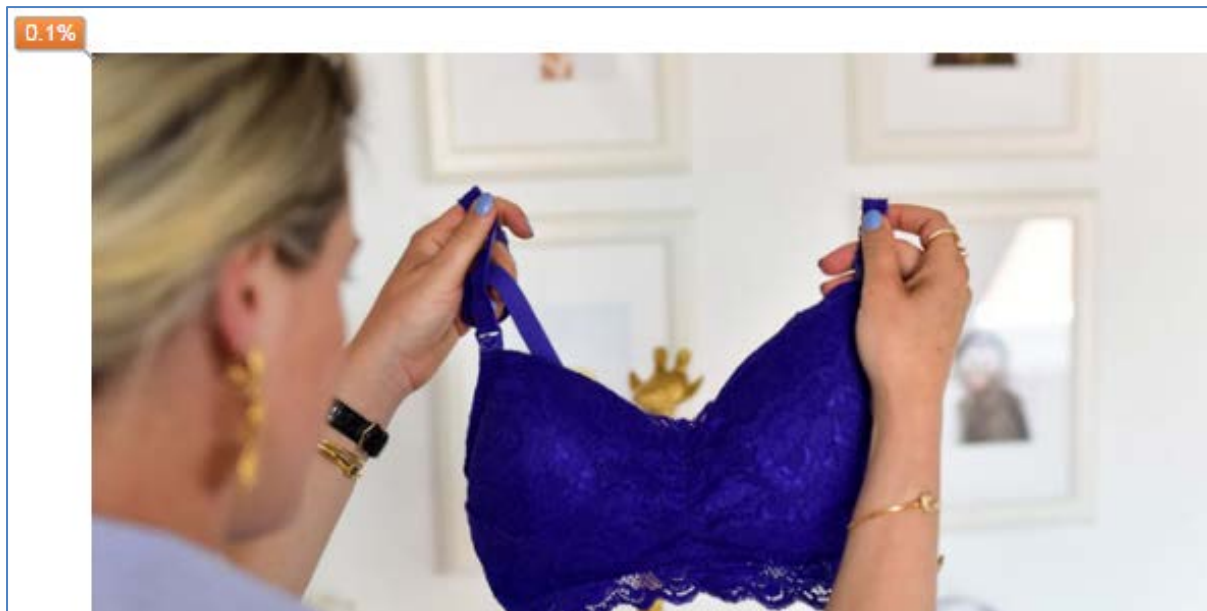
²² "Supersized Hero Images (and Large Full screen Backgrounds). They look good, but they are highly ineffective and a waste of critical real estate. You can define them as large attractive headers too. If you are able to support it with relevant content and call to action buttons – great, otherwise they stay as a unnecessary decorative design element. Hero images are still a great option for personal websites but think twice before using them for company sites with a lot of content and offerings. Often times, they push important body text down below" (FeedbackGuru (2017) Web design trends you should stop following now! [Link](#)).

²³ "Never put up a face photo that hasn't been thoroughly tested. It needs to be the right face" (Flint McGlaughlin in: Marketing Experiments (2008) Optimizing ecommerce websites [Link](#)).

(c) this is simply a visual garbage:



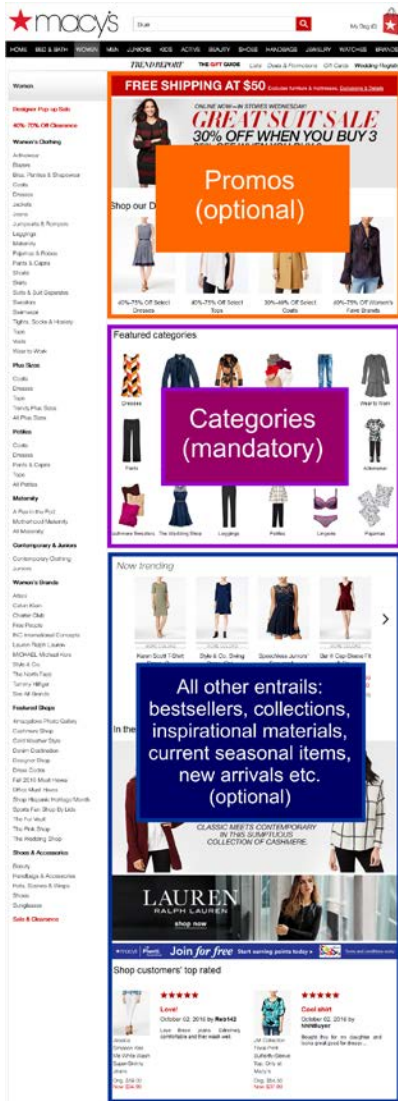
(d) number of clicks on blogs is negligibly low:



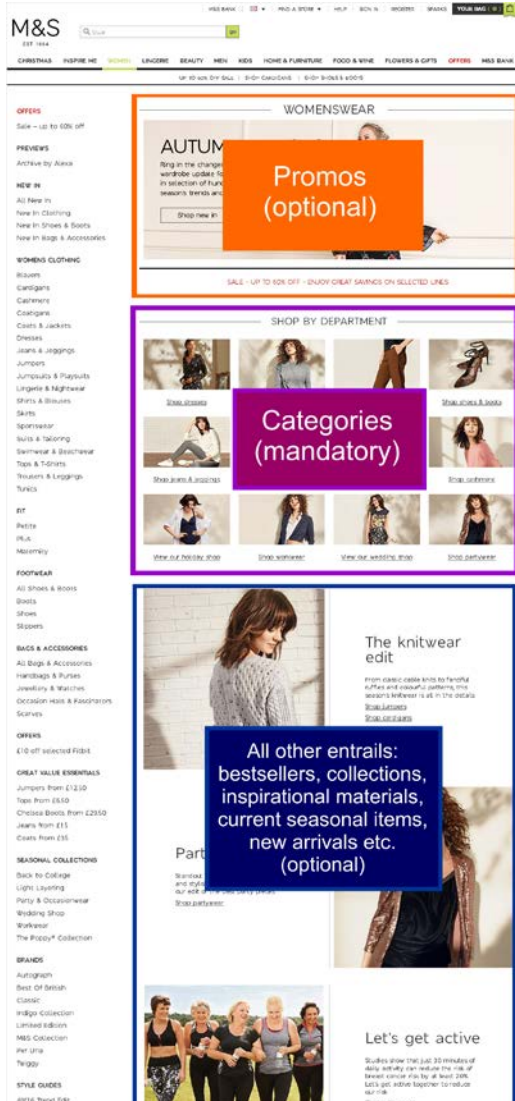
(e) percent of visitors who scroll down to these (perhaps useful) banners is too low (~5%):



Correct examples:



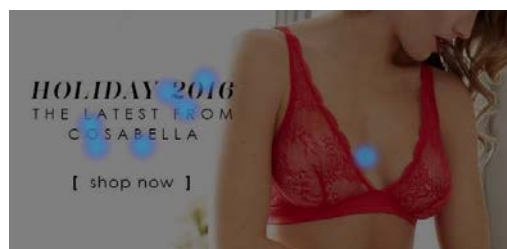
Macy's



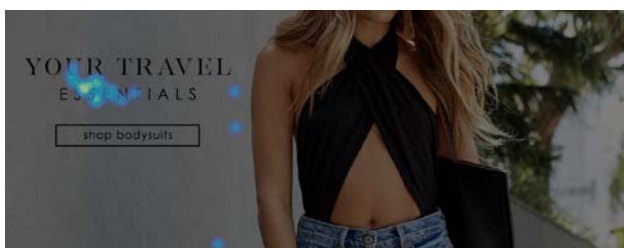
M&S

Recommendation is to strictly follow this scheme.

HP100 You already know that bracketed CTA buttons don't work:



It seems the rectangular ghost and flat buttons don't work too:



Ghost buttons have the lowest visibility and lowest conversion rates among all types of buttons²⁴; flat buttons don't motivate users to click them as well.

How to design a highly converting CTA button:

- button should be aesthetically appealing and pressing it should be a visceral pleasure and a physical experience;
- button should look like a button: an *embossed* 3D-looking button, not a flat rectangle²⁵;
- button should have *rounded corners*²⁶;
- button should have four states: normal, hover (on desktop only), pressed, and disabled (during a short interval between pressing the button and, for example, adding an item to the shopping cart);
- color of button should be contrasting to the website main palette²⁷;
- color intensity of button should increase on mouse hover, not drop;
- button should be large enough but not too large.

Categories and subcategories

CA010 Ctrl-Click command doesn't open product links in new tabs. Opening links in new tabs is an absolutely natural user behavior and it is unacceptable to prevent it.

CA014 Remove meaningless imagery:



²⁴ "Our initial tests showed a trend towards ghost buttons having a negative impact on attention and conversions" (Hay, Luke (2016) Ghost buttons: UX disaster or effective design? [{Link}](#)); "Ghosted buttons have ghost conversions" (Angie Schottmuller's comment to: DeMeré, Nichole Elizabeth (2015) We are conversion rate optimization experts: Ask us anything [{Link}](#)); "Every eye tracking study we've done they [ghost buttons] lose out to a more solid button" (Sena Jeffers' comment to: Ratcliff, Christopher (2015) 12 supernatural examples of ghost buttons in ecommerce [{Link}](#)).

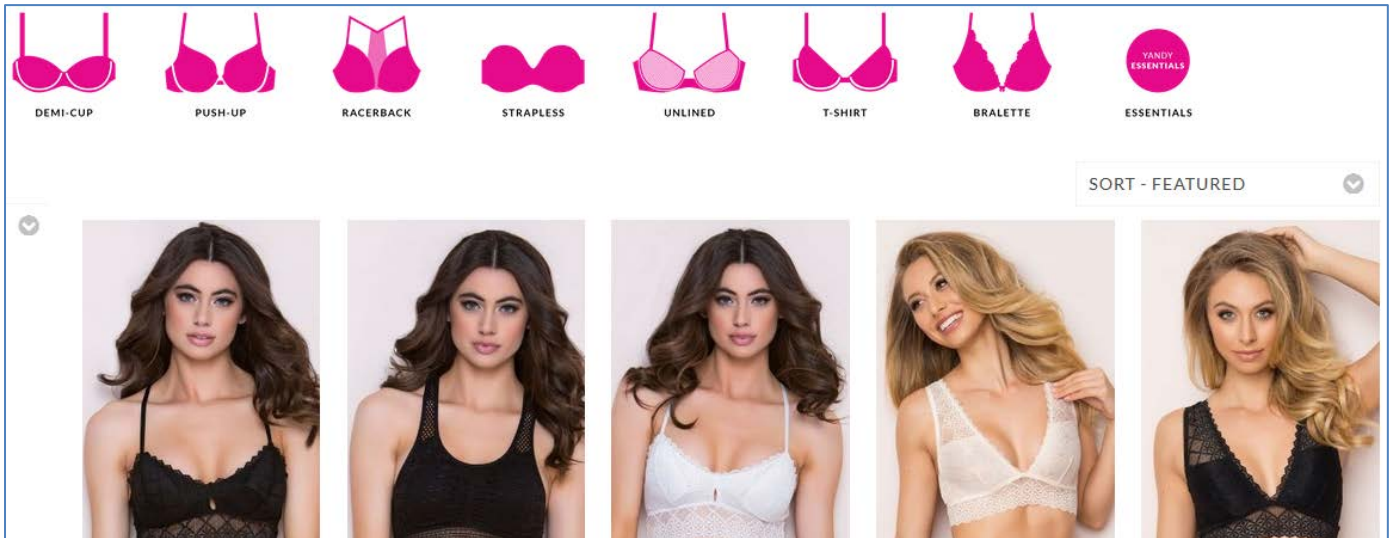
²⁵ Section 3 "Make buttons look like buttons" in Wiebe, Joanna (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons [{Link}](#); "This is fundamental, but the button has to look clickable. If the visitor isn't sure that this is the place to click – they won't. The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want" (Ve Interactive (2015) The Marketer's Guide to the Perfect CTA [{PDF}](#)).

²⁶ "The best buttons have rounded corners, making them friendlier and more inviting to click" (Lightspeed (2016) 10 Ways to Build a High Converting Online Shopping Experience [{PDF}](#)); "I strongly suggest using rounded or circular corners on the ends of your CTA for three reasons. First, rounded corners point inward and draw the attention to the inside (content) of the button. A square edge on the opposite, points outward and draws the attention away from its object. A second reason to use rounded corners is that these settles your subconscious. Studies have shown that we are 'programmed' to avoid sharp edges in nature (primordial reaction) because they present a possible threat. The last reason why you should use rounded rectangles is because it actually takes less effort to see" (Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size [{Link}](#)).

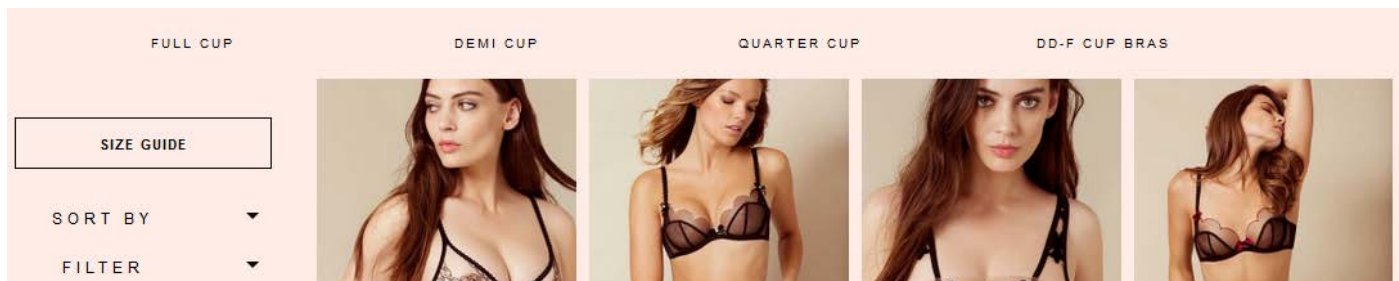
²⁷ "You need to make sure your call-to-action buttons stand out. Don't use the same color that is omnipresent on your site because it's the fundament of your corporate identity. Pick a color that's unique and eye-catching" (p. 18 in: Omniconvert + GetResponse (2017) 50 eCommerce Growth Ideas for 2017: From 17 eCommerce Experts [{PDF}](#)); "Use a color that stands out" (Patel, Neil (2014) 8 tips to optimize your CTA buttons for conversion [{Link}](#)); "Use color that contrasts with other elements" (Crestodina, Andy (2014) How to design a button: 7 tips for getting clicked [{Link}](#)); see also: Fernandez, Mary (2016) Which color button converts best? Here's what research shows [{Link}](#), Smith, Jeremy (2014) 6 characteristics of high-converting CTA buttons [{Link}](#).

CA020 {Not applicable to subcategories} On *category pages* show *subcategory filters* above the product list²⁸.

Examples:



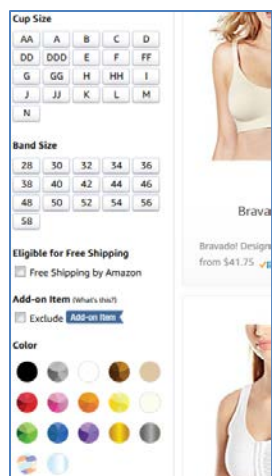
[Yandy](#)



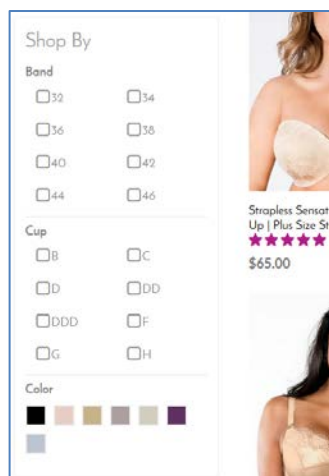
[Agent Provocateur](#)

These filters should be also repeated on the left rail.

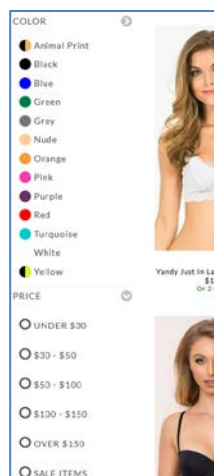
CA030 It seems, all normal apparel websites place filters on the left rail:



[Amazon](#)



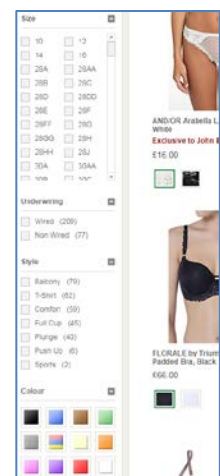
[Curvy Couture](#)



[Yandy](#)



[Macy's](#)



[John Lewis](#)

I understand that placing filters on top of product list is “trendy” but this is probably a harmful trend. Recommendation is to place filters on the left because this meets customers’ expectations.

²⁸ Holst, Christian (2016) Consider ‘promoting’ important product filters {[Link](#)}.

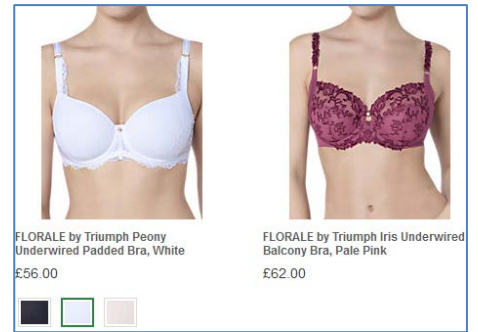
CA040 It is absolutely necessary to show product color variations – mentioning “105 colors available” is not enough because many customers may think that the item is only available in the displayed color. Examples:



[HerRoom](#)



[Macy's](#)



[John Lewis](#)

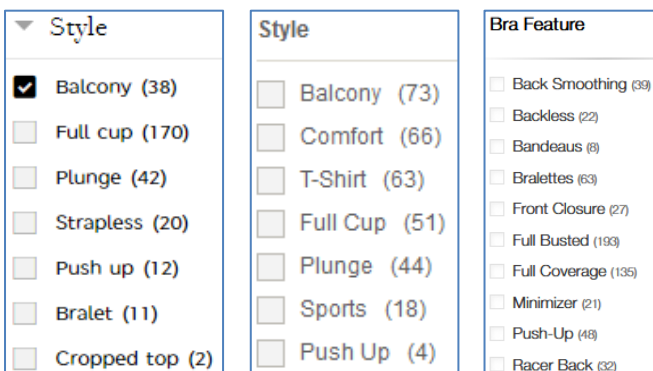
Note that it's not necessary to show color selector if there is only one color available.

CA050 From a normal customer point of view, this means that color filter simply doesn't work:



Naturally, if a color filter is applied then all product thumbnails should be displayed in the color selected.

CA052 Show number of products in each subcategory. Examples:



[M&S](#)

[John Lewis](#)

[Macy's](#)

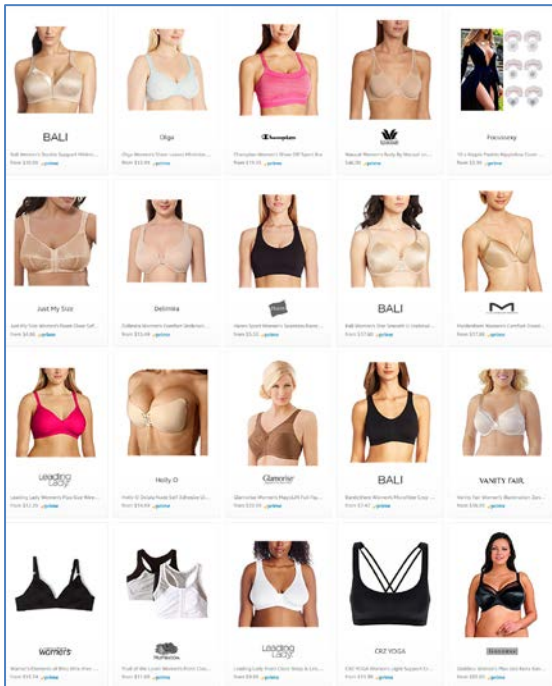
CA054 Consider removing **Style** filter because customers rarely use it:



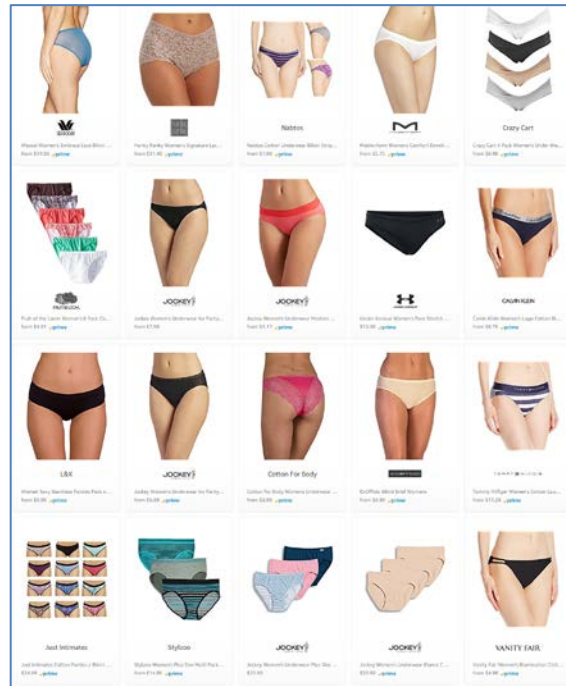
See also CA020.

CA060 Analysis of vendors on Amazon and other popular underwear webstores shows that there are three important differences between them and your website:

(1) they show products *worn by a model* (an obvious exception are product packs):



Amazon



Amazon

(2) they provide *secondary product view* (usually, back view) on mouse hover:

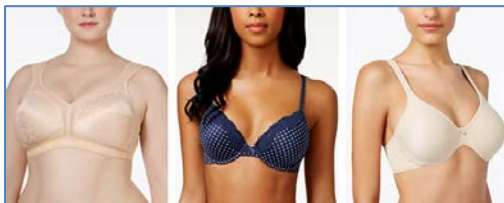


Amazon



HerRoom

(3) they *crop model faces*:



Macy's

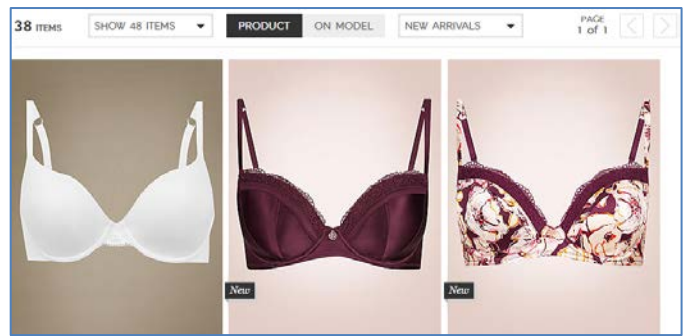
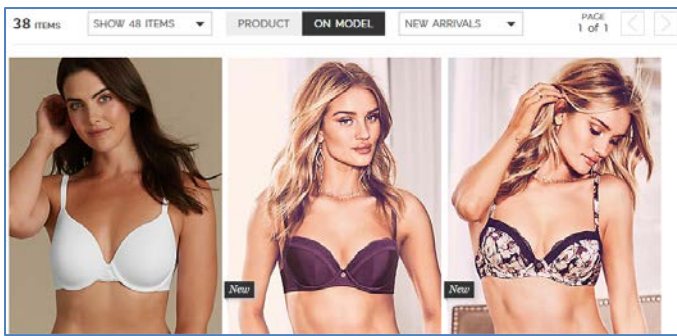


John Lewis

I think they know what they do, so consider doing the same.

CA062 Also consider “product view / model view” switch. Example:

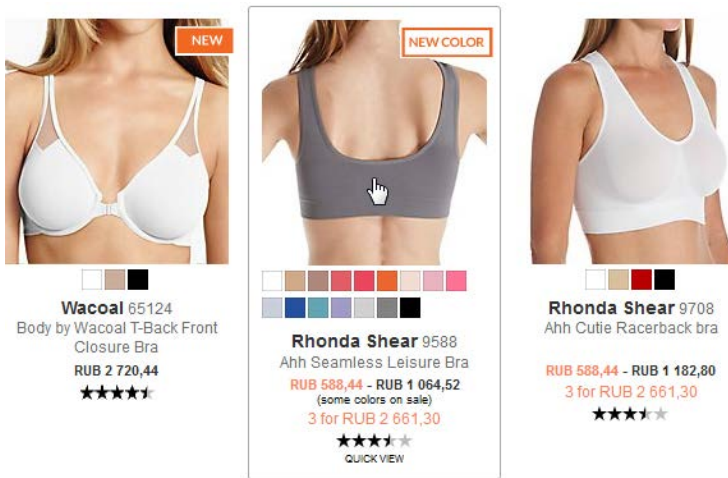




[M&S](#)

(Note that by default they use model view.)

CA070 Visually activate the entire list item upon mouse hover to underscore that all its different elements lead to the same place²⁹. Example:



[HerRoom](#)

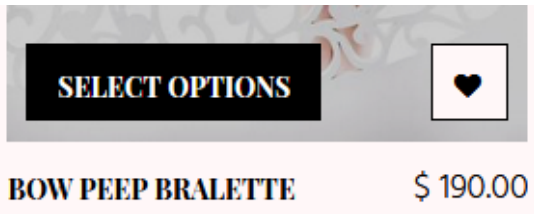
CA080 Research shows that **Quick view** buttons do more harm than good so recommendation is to avoid them³⁰:



Consider replacing them with **Select options** buttons. Example:

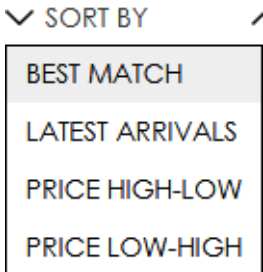
²⁹ Holst, Christian (2016) Product listing UX: Use synchronized hover effects & unified hit-areas (76% don't) [{Link}](#).

³⁰ "Quick View features cause severe usability issues – to the extent where sites should generally avoid using Quick Views altogether" (Holst, Christian (2015) Product list usability: Avoid 'Quick View' overlays [{Link}](#)).



[Dottie's Delights](#)

CA090 Since you already use a “Best seller” badge, it will be logical to add *sorting by popularity*:



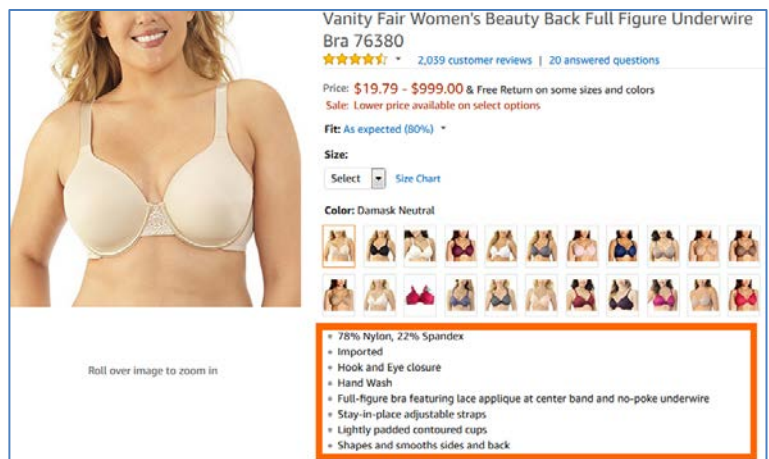
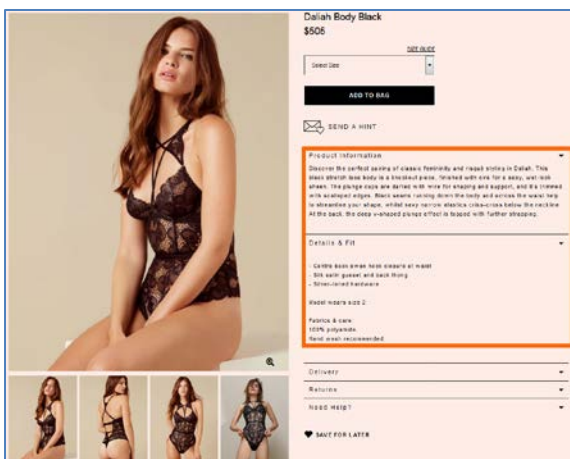
CA100 The meaning of “Best match” sorting is unclear. Consider removing it.

CA110 Infinite scrolling on ecommerce category pages is not recommended³¹. Recommended ways of scrolling product list are³²:

- on desktop, use a combination of the “Load more” button and lazy-loading; set the threshold for the “Load more” button to 50 to 100 items;
- on mobile, use the “Load more” button but set the threshold to 15 to 30 products because of scrolling and screen size issues.

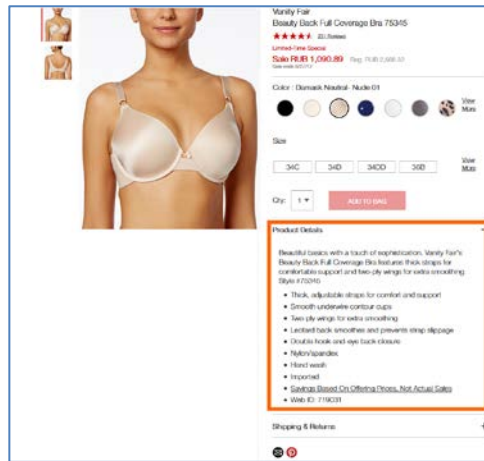
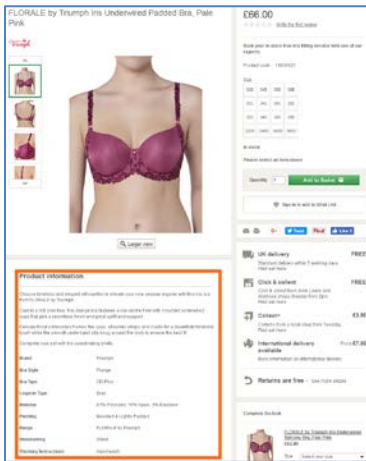
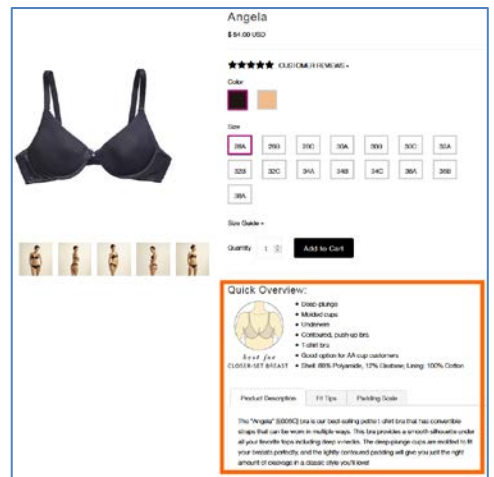
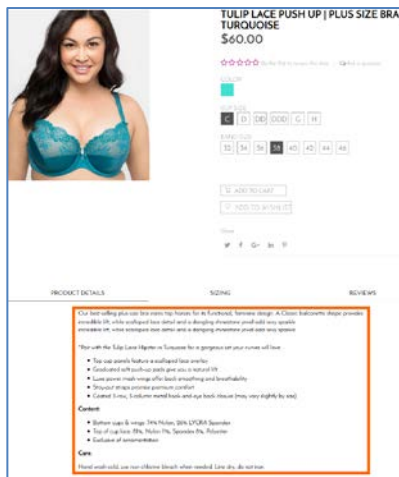
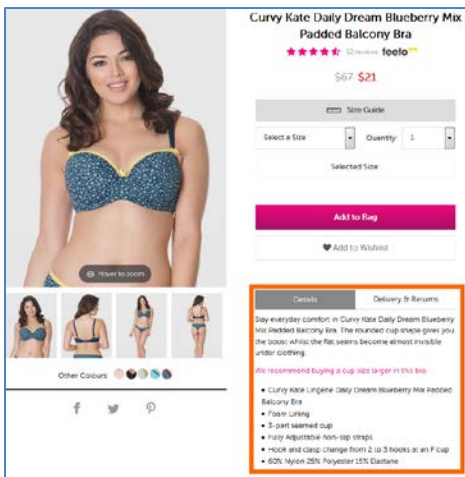
Product page

PR010 You are in a visually-driven industry where textual descriptions play a secondary role. It’s inappropriate to start a product page with texts and it seems nobody else does this in your vertical. Here are examples where product descriptions are normally placed:



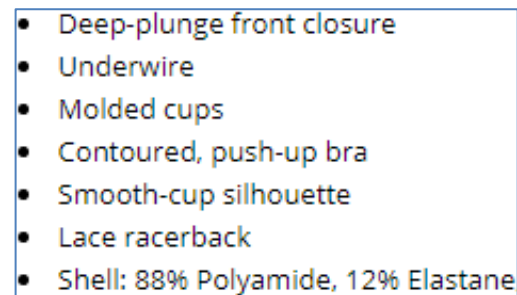
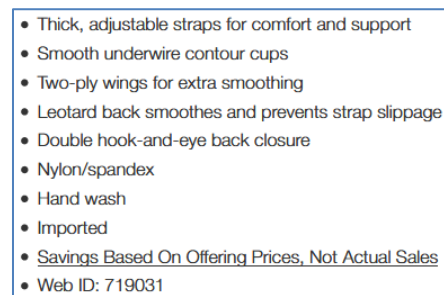
³¹ DiSilvestro, Amanda (2015) Infinite scrolling: What to consider before implementing it on your site [{Link}](#); Loranger, Hoa (2014) Infinite scrolling is not for every website [{Link}](#); Nguyen, Dan (2013) Why did infinite scroll fail at Etsy? [{Link}](#).

³² Holst, Christian (2016) Infinite scrolling, pagination or “Load more” buttons? Usability findings in eCommerce [{Link}](#).



PR020 {For A/B-testing} Consider removing **Inspiration** section or placing it *below* **Product Details** section.

PR030 Consider presenting **Product Details** section as a bulleted list instead of extended writing. Examples:

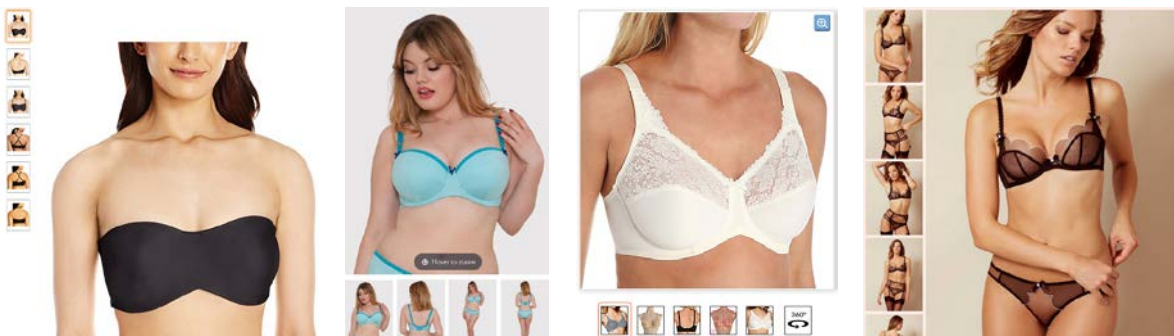


ASOS

Macy's

The Little Bra Company

PR040 Add more product photos. Showing 1-2 photos is absolutely insufficient. Examples:



Adding more photos may probably save you from investing in video production. Videos on apparel websites were popular 7-8 years ago but it seems pioneers of this approach like *ASOS*, *Zappos* and *KnickerPicker* were not successful with the results they achieved. I am rather sceptical about videos and I think multiple photos will always beat videos on conversion rate. People simply do not have enough leisure time to watch videos.

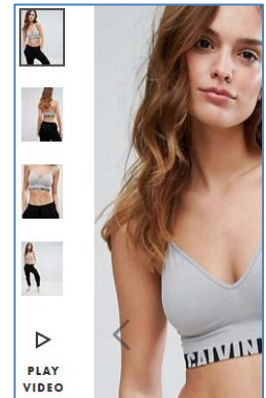
PR050 Of course, you may keep videos on product pages but definitely *avoid autoplaying* them and provide a possibility to play them on user request. Examples:



[HerRoom](#)



[Amazon](#)



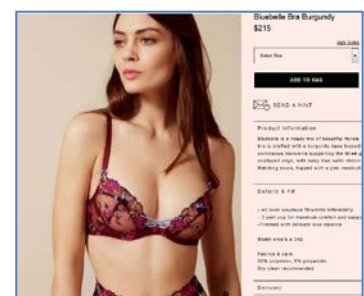
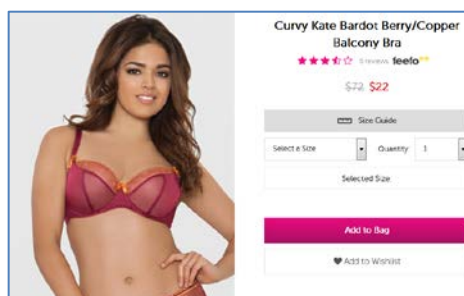
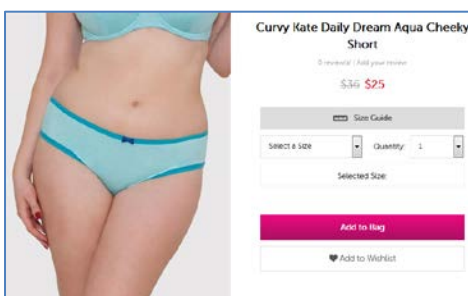
[ASOS](#)

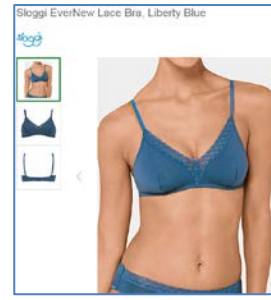
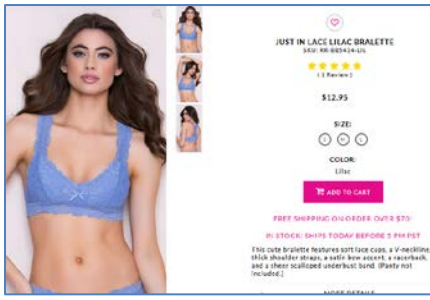
PR060 Sometimes videos don't include the product (in this case – a thong) at all: [New Soire Sheer Lowrider Italian Thong](#)

PR070 Consider not showing two complementary products simultaneously. Focus on the main product and show the complementary product only *partially*:

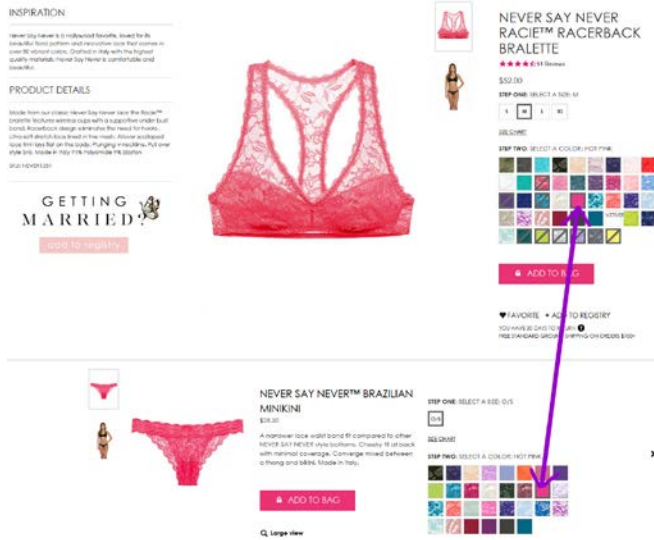


Examples:

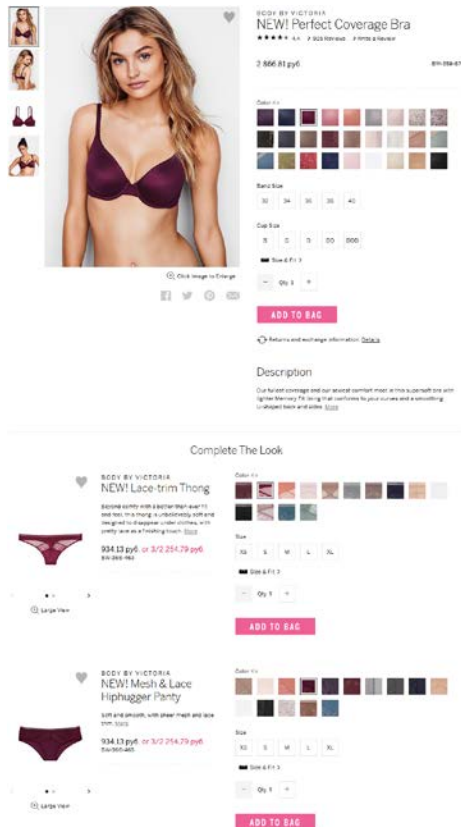




PR080 Where possible, automatically match colors of complementary products (in both directions):

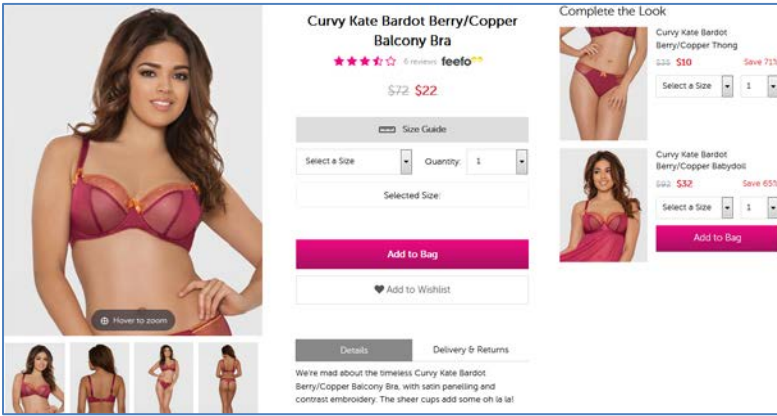


Example:

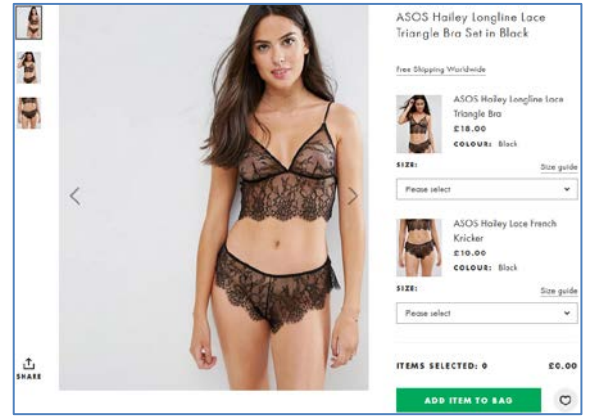


[Victoria's Secret](#)

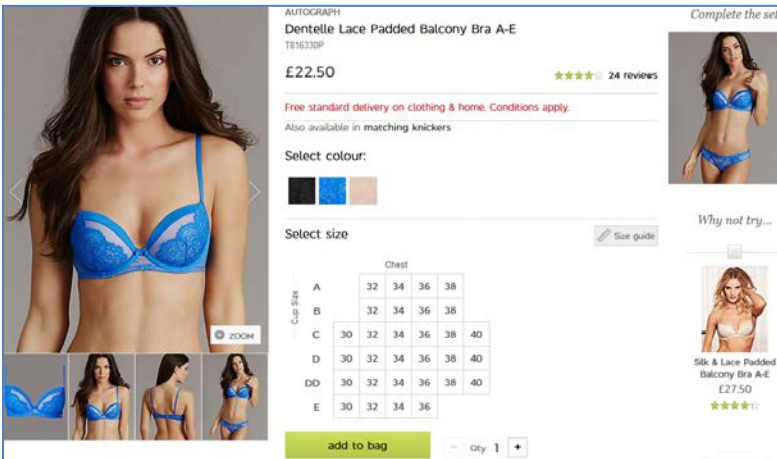
PR090 Try to show main product and complementary product(s) visible in the viewport without scrolling. Examples:



[Curvy Kate](#)

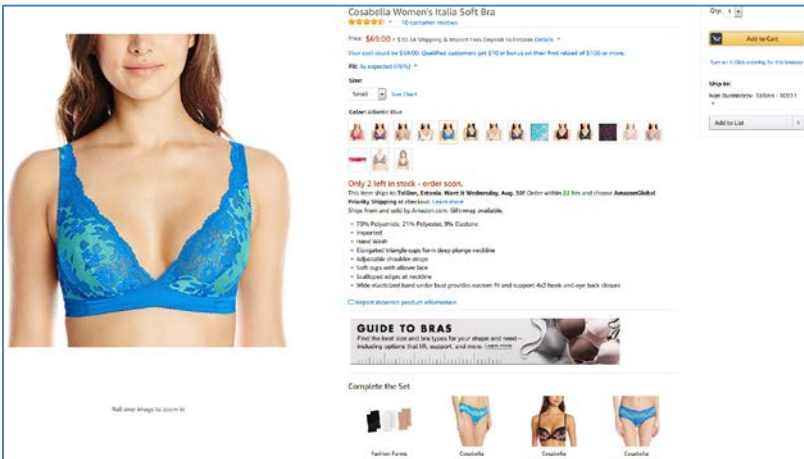


[ASOS](#)

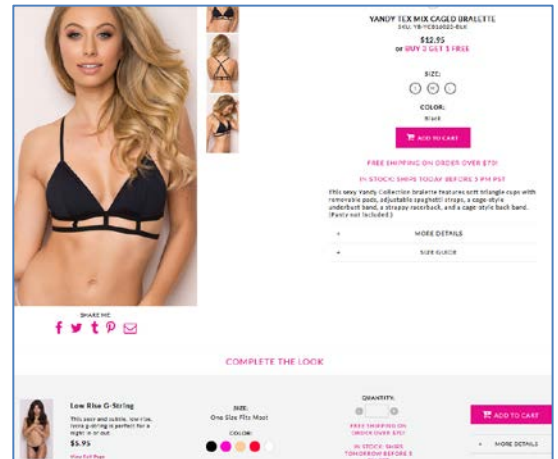


[M&S](#)

Less favorable variants:



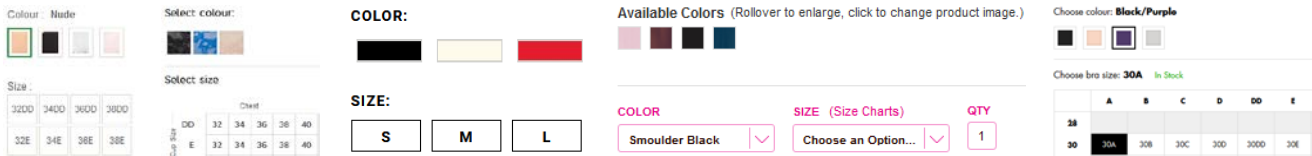
[Amazon](#)



[Yandy](#)

PR100 {Not sure} Based on the majority of similar webstores, it can be supposed that in your industry color is more important than size (absolute majority of webstores place color selector first):





Exceptions: Amazon, Yandy, HerRoom.

Consider placing color selector above size selector.

PR110 Anyway, allow selection of color and size in any order:



Example:

Choose colour: **Blush**



Choose bra size: **32C** *In Stock*

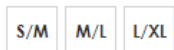
	A	B	C	D	DD	E
28						
30	30A	30B	30C	30D	30DD	30E
32	32A	32B	32C	32D	32DD	32E
34	34A	34B	34C	34D	34DD	34E
36	36A	36B	36C	36D	36DD	36E
38		38B	38C	38D	38DD	
40						

[Boux Avenue](#)

PR120 Remove “steps”:

\$34.50

~~STEP ONE. SELECT A SIZE.~~



[SIZE CHART](#)

~~STEP TWO. SELECT A COLOR. BRICK RED~~



Selecting color and size is a very simple thing, don't overcomplicate it: there should be no any “steps”.

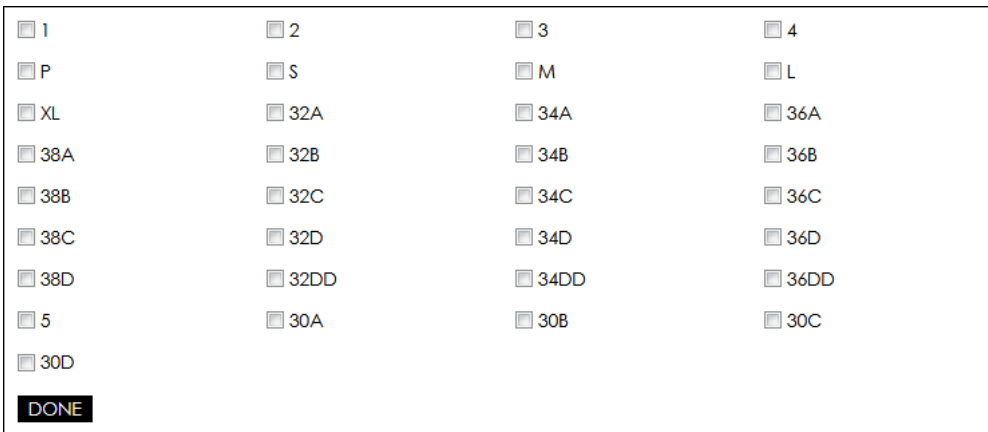
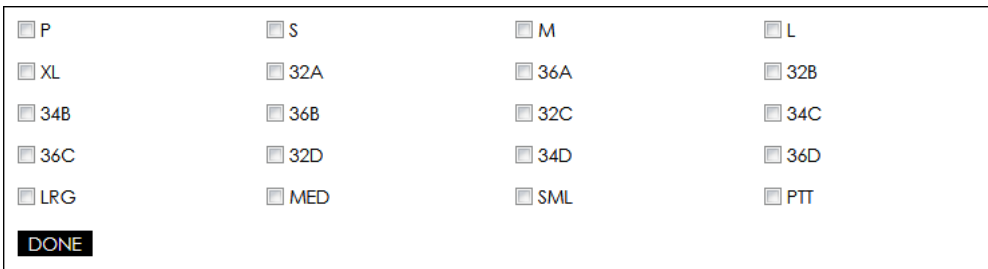
PR130 {For A/B-testing} If a product has only one color then remove color selector:

~~STEP TWO. SELECT A COLOR. GOLD FOIL~~



By simplifying their product pages this way *Mountain Warehouse* got an increase in RPV of 13.8%³³.

PR140 {Not sure} There is a general chaos with product sizes. For example, items *from the same subcategory* use different size labeling systems (screenshots from subcategory pages):



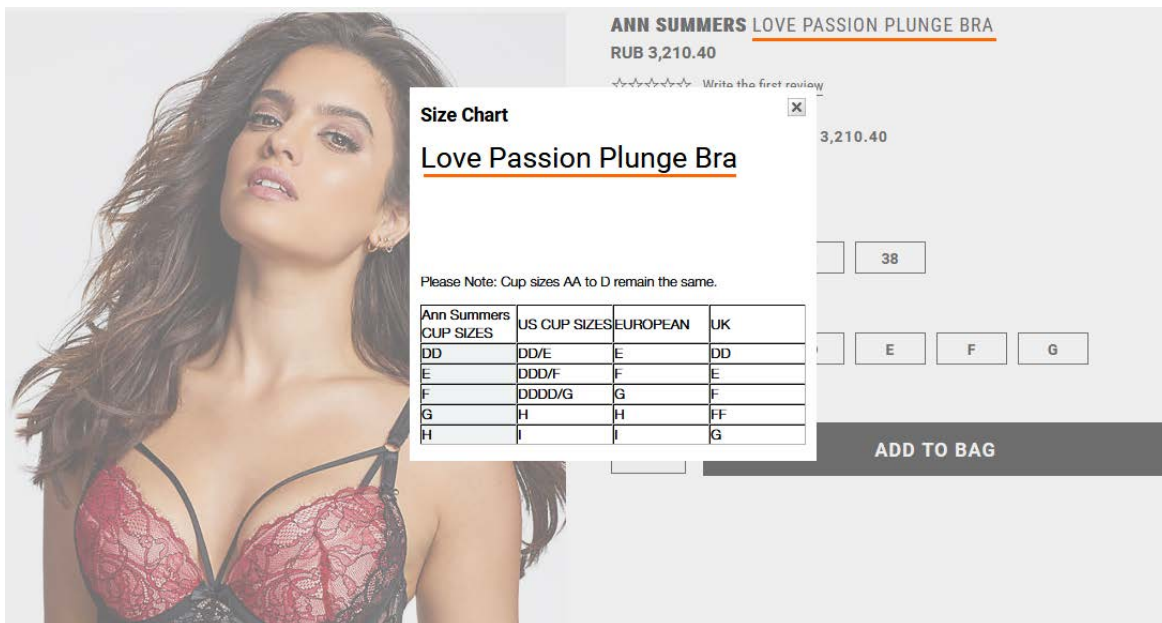
This may lead to confusion.

PR150 Universal size chart is a mockery of the customer:



Ideally, size chart should be provided at the *individual product level*. Example:

³³ AWA Digital (2017) CRO case study: Mountain Warehouse {Link}.

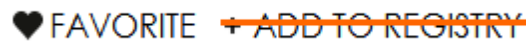


[Bare Necessities](#)

PR160 Remove:

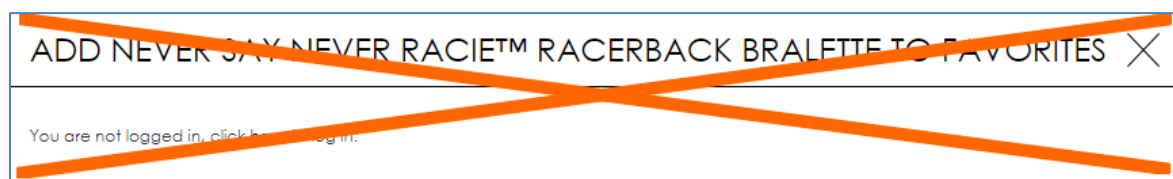


PR170 Two similar options – adding to favorites and adding to registry – make customers hesitate which option to choose and what is the difference between these options. Remove one of them:



Rename **FAVORITE** with **Add to favorites** or **Add to wishlist** or **Save for later**.

PR180 Adding an item to wishlist (favorites) or registry should *not* require logging-in/registration³⁴.



Correct examples: [Curvy Kate](#), [ASOS](#).

PR190 It is excellent that in contrast to many other ecommerce websites you do not have social ~~shit~~ sharing buttons on your product pages but there may be two exceptions: email sharing (because many customers send product links to themselves) and Pinterest (because many customers used to collect their wishlists there). People at *Macy's* understand this moment perfectly:

³⁴ Budiu, Raluca (2014) Login walls stop users in their tracks [{Link}](#).



Qty: 1 ▼

ADD TO BAG

Product Details

Wacoal's Basic Beauty Spacer T-Shirt Bra features cups that offer the opacity of a padded bra without the weight, a v-back design to keep straps in place, and sides designed to smooth, all of which will give you a beautiful silhouette.

- Fully-adjustable straps
- Breathable, soft lightweight stretch micro spacer full-coverage contour cups with inner mesh lining
- Deep back-smoothing wings eliminate bulges
- Triple hook-and-eye back closure
- Close-set straps with back adjustments
- Cups: Polyester/spandex; back: nylon/polyamide/nylon; Spandex/elastane; center lining: nylon/polyamide;
- Hand wash
- Imported
- Web ID: 1004515

Shipping & Returns



Sharing via email or Pinterest is particularly important on smartphones: many customers are not ready to make their purchases on a mobile device and want to save product links to complete their purchase on a desktop at a later time.

PR200 {Not sure} "O/S" can be misinterpreted as "Out of stock"³⁵:

STEP ONE: SELECT A SIZE: O/S

O/S

Use **One size** mark instead (without a border around it).

PR210 Definitely remove this scum:



PR220 Show shipping costs³⁶.

PR224 For items eligible for free shipping clearly state that this product ships for free³⁷.

³⁵ Cambridge Dictionary [{Link}](#); Abbreviations.com [{Link}](#).

³⁶ "Users' interest in shipping costs **starts already at the product details page**. Our new Product Page study reveals that 64% of users **looked for shipping costs on the product page**, before deciding to add a product to the cart. For this majority of users, having an idea of the full order cost is crucial for being able to make a purchasing decision at the product page" (Holst, Christian (2017) Product pages need to show 'estimated shipping costs' (yet 43% of sites don't) [{Link}](#)); "Offer shipping estimates on-page" (Roggio, Armando (2017) 5 tips for displaying ecommerce product prices [{Link}](#)).

PR230 Show *delivery date*³⁸. Example:

Women's Lace & Lift Add-A-Size Push Up Bra, Style 75301

Write a review Q&A By: Vassarette Walmart #: 564873565



\$13⁹⁴

2-Day Shipping

Sold & shipped by **Walmart** ✨

🚚 **Free 2-Day Shipping on orders \$35+**
Arrives by **Wednesday, Aug 30** ←
Orders under \$35 ship for \$5.99 [Shipping options](#)

🏠 [Choose a store](#) to see pickup availability

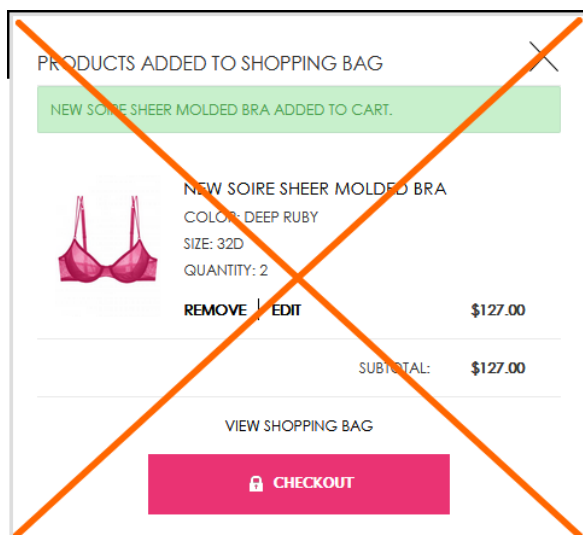
Size: 34B
34B

Actual Color: Honey Beige/Sweet Cream

Quantity: 1 **Add to Cart**

[Walmart](#)

PR240 Inform a user about successful addition of an item to shopping cart but do not evoke mini-cart overlay:



Avoid mini-cart completely.

PR300 {Just an idea} Allow customers to see how a product will fit on a *range* of bodies.

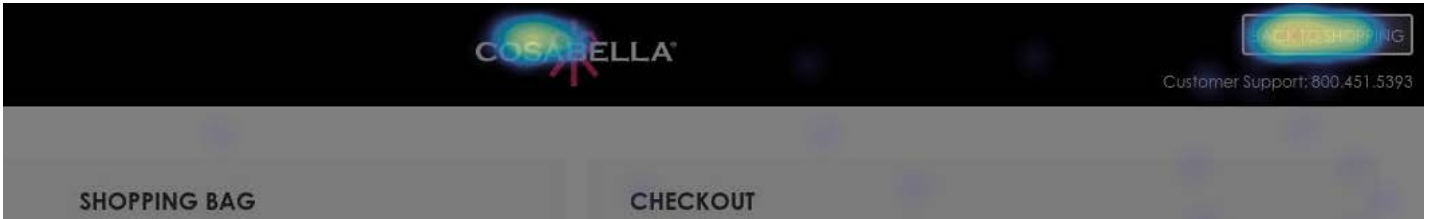
³⁷ Scott, Edward (2017) Product pages: 'Free shipping' should not only be in a site-wide banner (32% get it wrong) [{Link}](#); "If a particular item includes free shipping or is at least eligible for free shipping, consider including a free shipping message right next to the product's price" (Roggio, Armando (2017) 5 tips for displaying ecommerce product prices [{Link}](#)).

³⁸ Appleseed, Jamie (2017) Use 'delivery date' not 'shipping speed' – from UX research to implementation roadmap [{Link}](#).

Shopping cart

SC010 Don't combine shopping cart with checkout: they must be separate pages. Currently one-step checkouts are dying off and now 96% of top US e-commerce sites use multi-step checkouts (or their variation, accordion checkouts)³⁹.

SC020 It's absolutely clear that it's too early to remove the main menu from the shopping cart page and customers still need it there:



Many users have a habit to use shopping cart as a shortlist: they add multiple items to shopping cart and then use it to narrow their choice⁴⁰.

SC030 Allow users to print or email their cart contents⁴¹.

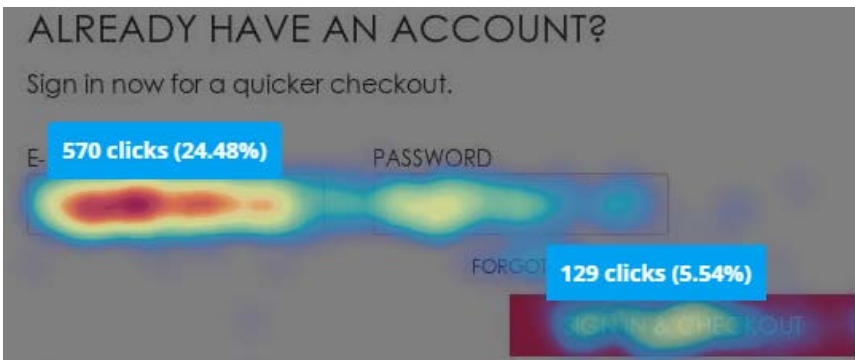
SC040 Show delivery date.

SC050 Use **Proceed to checkout** button.

Checkout

CH010 = **SC010**.

CH020 It seems *too many* users confuse login with registration:



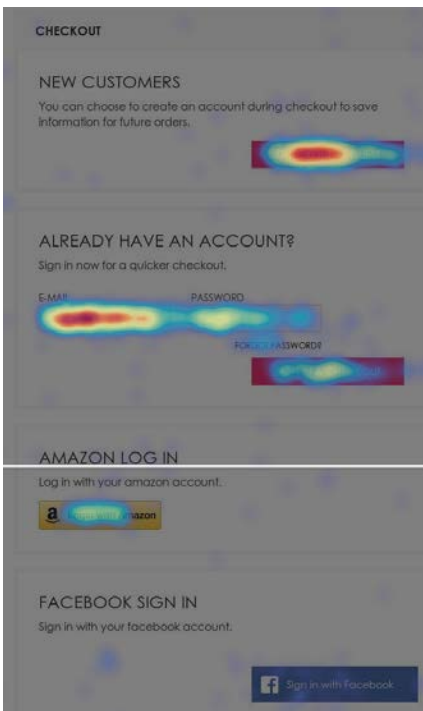
Should be redesigned. Try to remove **Email** and **Password** fields.

CH030 People don't want to use Facebook login (and this is natural⁴²):

³⁹ "One-step checkouts are more or less dead" (Holst, Christian (2016) The average checkout flow has 14.88 form fields – twice as many as necessary [{Link}](#)).

⁴⁰ "Lots of people use their online shopping cart as an informal shortlist. They browse and add all the items they are considering, and then compare them and make a final decision within the cart" (Allen, Jesmond; Chudley, James (2012) *Smashing UX Design: Foundations for Designing Online User Experiences*, Chichester: John Wiley & Sons).

⁴¹ Jacob, Sherice (2012) 40 checkout page strategies to improve conversion rates [{Link}](#).



Remove.

CH034 Avoid multiple-column forms⁴³.

CH036 Explicitly mark optional fields⁴⁴.

CH040 Don't start checkout form with email:

SHIPPING ADDRESS

EMAIL *

YES, EMAIL ME WHEN THERE ARE SALES AND PROMOTIONS.

An attempt to grab customer's email as early as possible (for remarketing purposes) is probably one of the main causes of low conversion on many ecommerce websites. Customers are clever enough to understand that in this case their email will be used to spam them. Place **Email** field in the end of **Shipping address** section and explain that you may need customer's email for delivery purposes only and you will never use it for marketing:

We will use your email exclusively to send you information on this order

And, naturally, do not preselect **Yes, email me** checkbox: this is a creepy practice and people hate it.

⁴² electronicmax (2013) People hate social login [{Link}](#); "Users don't like to get spammed and they don't want to spam others either. Facebook and Twitter sign ups are known for automatically spamming followers and friends with updates on user activity" (Tseng, Anthony (2012) 8 reasons users don't fill out sign up forms [{Link}](#)).

⁴³ "You should avoid multi-column layouts for form fields" (Appleseed, Jamie (2011) Form field usability: Avoid multi-column layouts [{Link}](#)); "Keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns <...> forms should never consist of more than one column" (Mifsud, Justin (2011) An extensive guide to web form usability [{Link}](#)).

⁴⁴ Holst, Christian (2014) E-Commerce checkouts need to mark both required and optional fields explicitly (Only 9% do so) [{Link}](#).

CH050 Use single name field (**Your name**) instead of **First name / Last name**⁴⁵.

CH060 Remove **Phone** field⁴⁶.

CH070 Swap these buttons:



CH077 Show **Add gift certificate** and **Add promo code** fields only if you are absolutely sure that a customer has one. Otherwise remove these fields: they are well-known conversion killers⁴⁷. Customers feel they are overpaying when seeing a promo/coupon field.

CH078 Also consider using a single field **Gift certificate / Promo code** instead of two.

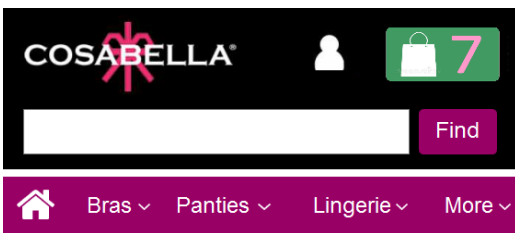
CH080 Don't ask for credit card type⁴⁸.

CH090 Place *PayPal* and *Amazon Pay* buttons *above* credit card fields.

CH100 Rename **Continue** with **Place my order**.

Mobile version

MB010 Use normal menu instead of hamburger⁴⁹:



Also use normal permanently visible search box instead of magnifying glass icon.

MB020 Depth of homepage scrolling on mobiles is much higher than that on desktop:

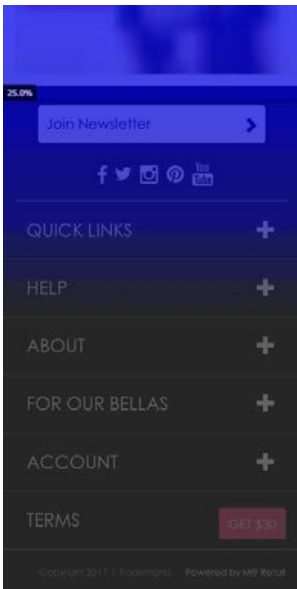
⁴⁵ "Use a single name field where possible <...> Multiple name fields mean there's more risk that: (1) a person's name won't fit the format you've chosen; (2) users will enter their names in the wrong order; (3) users will try to enter their full name in the first field" (GOV.UK Service Manual (2017) Names [{Link}](#)).

⁴⁶ "Most test subjects subscribed to a simple logic: if the store already has one way of contacting me (e. g. e-mail), why do they need another (e. g. phone)?" (Holst, Christian (2012) Checkout experience: Don't require seemingly unnecessary information (61% get it wrong) [{Link}](#)).

⁴⁷ "Removing the coupon code had a strong increase to sales and even a stronger increase to checkout visits" (GoodUI Datastories - Issue #26 – Jun 2016 [{PDF}](#)); Bowen, Tom (2013) Stop "promo code search" leaks once and for all to increase conversions [{Link}](#); Graham, Eric (2009) Do coupon codes INCREASE checkout abandonment? [{Link}](#).

⁴⁸ "Asking your users to tell you what sort of card they're using is actually a completely unnecessary step. The first digits of any payment card are an indicator of what type of card it is, e.g. Visa debit, MasterCard etc." (Bolton, Hazel (2014) Card payment forms: User friendly design [{Link}](#)).

⁴⁹ "Avoid hamburger menus if you can <...> Many sites do so because they just follow trends without checking how these affect user experience or sales. But, again, there are a few who have gotten wiser and are using alternatives to the hamburger menu on their mobile sites" (Olotu, Timi (2017) Five mobile commerce UX problems and how to fix them: Advice from observing real users dealing with real m-commerce issues [{Link}](#)); Pernice, Kara; Budiu, Raluca (2016) Hamburger menus and hidden navigation hurt UX metrics [{Link}](#); Pernice, Kara (2017) Hamburger menus hurt UX metrics [{YouTube}](#).



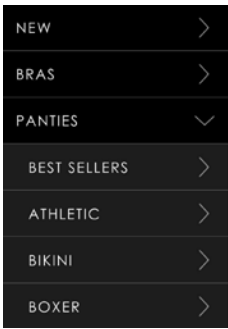
This means that people scroll down to the bottom of the homepage, tap nothing and are unable to find information they need. No doubt, all existing trash should be removed:



This is how the homepage should be organized (this is an illustrative wireframe, not a design):

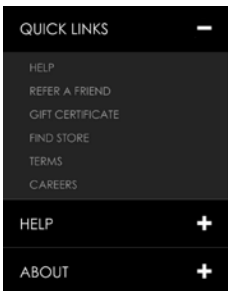


MB030 Use white background for submenus to differentiate them from the main menu:



Due to insufficient color difference user orientation in the menu hierarchy may be impeded.

MB040 There are two different notations for manipulating menus: arrows in the main menu and +/- in the footer menu:



Use a uniform notation for either menus.

MB050 Due to excessive whitespace scrolling product lists becomes a tiresome and inefficient work:



Reduce whitespace.

MB060 Remove this freaking button:



MB070 Remove:

Write a review

Nobody will write reviews on a smartphone.

MB080 Don't hide the color palette:

STEP TWO: SELECT A COLOR: ▼
VETIVER

Show it in expanded view by default.

MB090 Simply remove expand/collapse buttons:

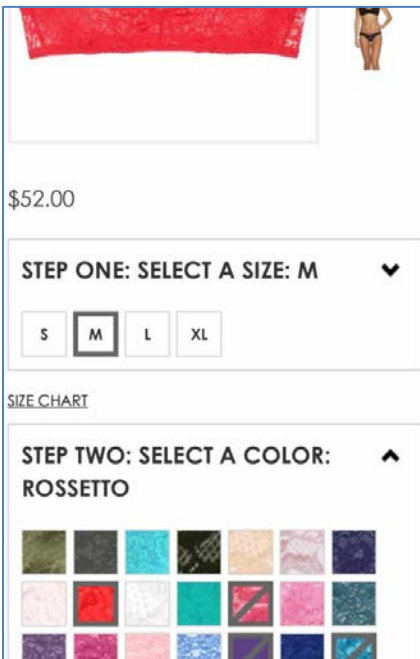
STEP ONE: SELECT A SIZE: M ✕

S M L XL

SIZE CHART

STEP TWO: SELECT A COLOR: ✕
ROSSETTO

MB100 The long distance between product image and color selector and the necessity to scroll the page back and forth is an additional argument in favor of placing color palette above the size selector:



\$52.00

STEP ONE: SELECT A SIZE: M ▼

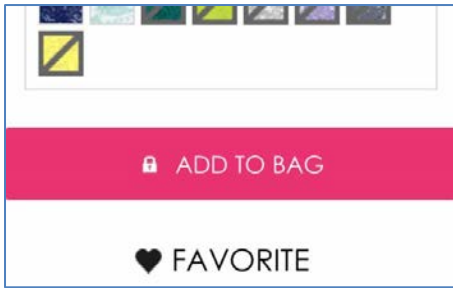
S M L XL

SIZE CHART

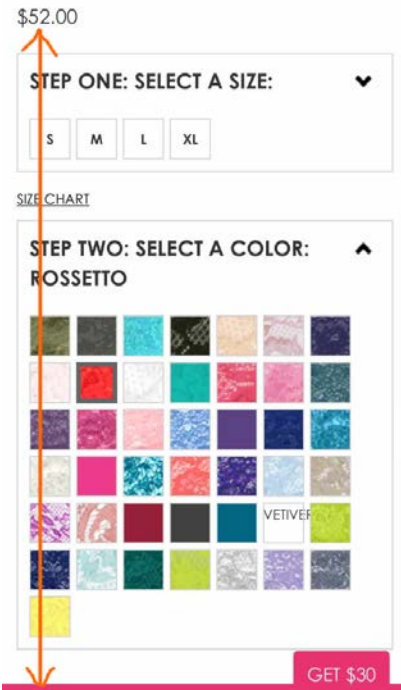
STEP TWO: SELECT A COLOR: ▲
ROSSETTO

MB107 {Also applies to desktop version} Remember the size selected by a customer and use it as a default size on other product pages from the same category. Don't make users select the same size on every product page they visit.

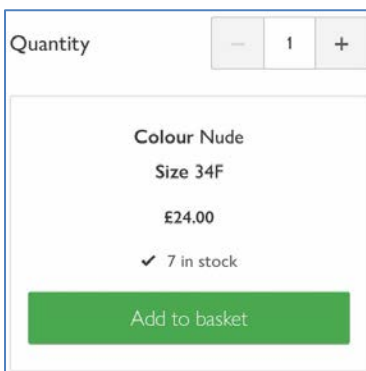
MB110 The primary CTA button *should look like a button*, not like a page separator or a section header:



MB114 Show product price closer to the **Add to bag** button:



Example:



[John Lewis](#)

MB116 {Also applies to desktop version} I've just noticed that you don't have a quantity selector on your product pages. What is the rationale behind the decision to avoid quantity selector?


MB120 Don't autoscroll shopping cart page to checkout anchor when users select **View cart** in the mini-cart overlay: "view cart" means "view cart", not "proceed to checkout".

MB130 Tapping **Checkout as guest** button autoscrolls the page to the upsale offer:


SIZE: M/L
QTY: 1
Edit | Remove
\$31.00 Each

EXCLUSIVE! JOLIE
PRINTED LACE
THONG

\$11.75
(Retail \$23.50 , SAVE 50%)



O/S



ADD NOW

Unbelievable extravagancy that results in complete disorientation of a user on a page.

MB140 Selecting street address from the list of suggested addresses autoscrolls the page to the upsale offer again...

Usability and conversion audit of SheIn webstore

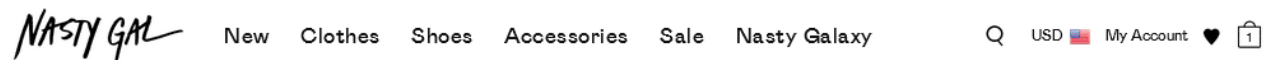
Version 1 | 09.10.2016

Masthead

MH010 Logo should be positioned left, not centered, because many users don't perceive centered logos as a clickable link to the homepage¹:



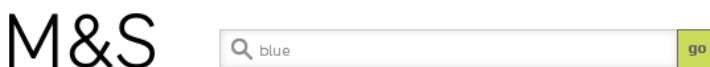
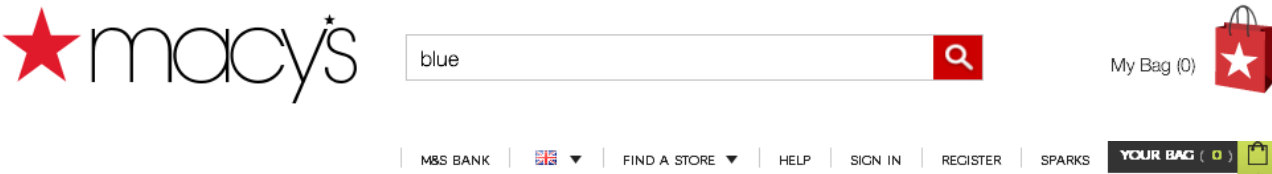
Correct examples:



MH020 It's very difficult to notice the shopping cart:



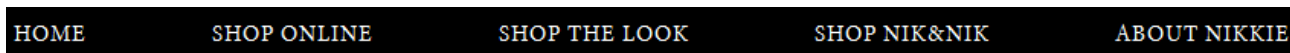
Shopping cart should have *high contrast* to and be clearly distinguishable from all surrounding objects. Examples:



MH030 To make the main menu more noticeable (and therefore more clickable) use inverted color scheme (light text on dark background). Examples:



Macy's



Nikkie

¹ "Getting back to the homepage is about 6 times harder when the logo is placed in the center of a page compared to when it's in the top left corner" (Whitenton, Kathryn (2016) Centered logos hurt website navigation {Link}).

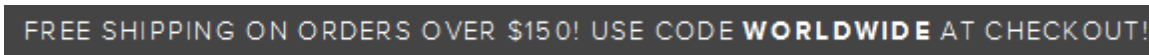
Of course, the menu background color shouldn't necessarily be black. Chromatic dark colors may work even better (this is for A/B-testing).

MH040 Note that there is **Home** link in both above examples, it's useful².

MH050 Promo bar looks like a mathematical puzzle:



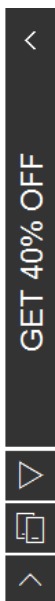
In this example everything is clear:



Lulu's

Use plain language to explain your offer.

Another kind of abracadabra, now "iconic", is this floater:



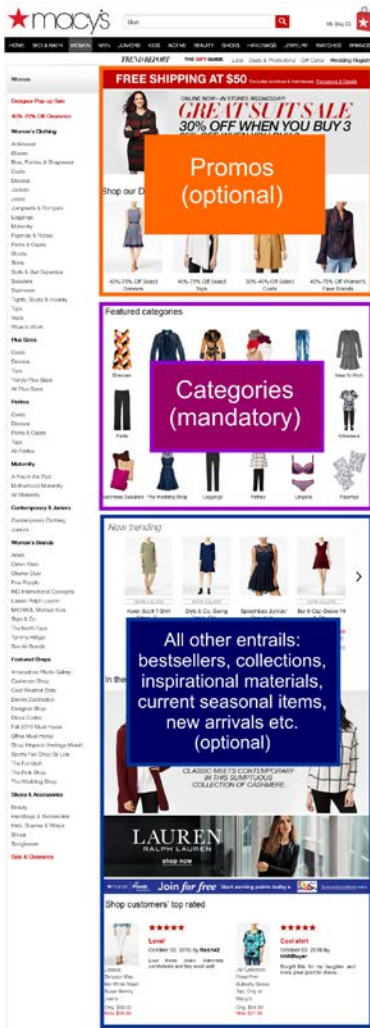
People won't click icons if their meaning is unclear to them³.

Homepage

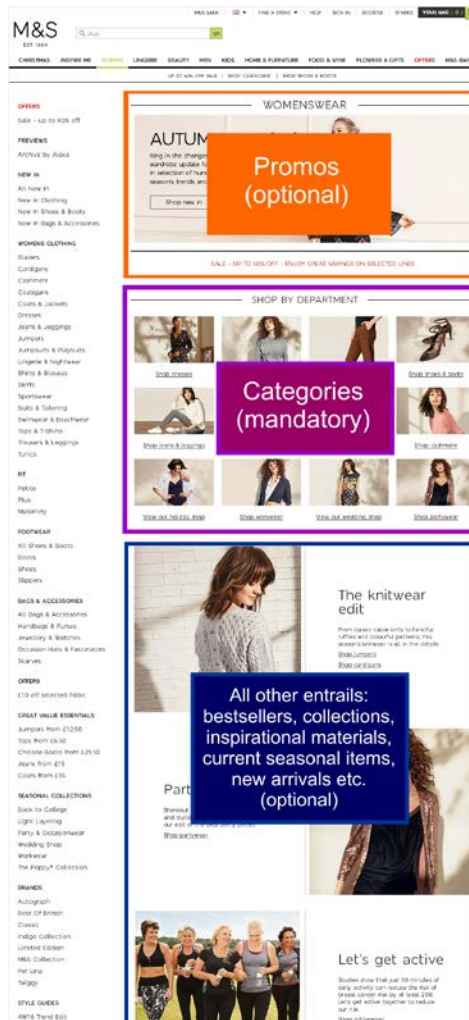
HP010 The primary use of the homepage should be for category-level navigation⁴. So, there *must* be links to categories on the homepage. Correct examples:

² "Positioning the logo on the left is good, but an even better approach is to **offer both a left-aligned clickable logo and an actual Home link**" (Whitenton, Kathryn (2016) Centered logos hurt website navigation [{Link}](#)).

³ "Don't use an icon if its meaning isn't a 100% clear to user" (Babich, Nick (2016) Icons as part of an awesome user experience [{Link}](#)); see also Góczy, Zoltán (2015) Myth #13: Icons enhance usability [{Link}](#).



Macy's



M&S

Recommendation is to strictly follow this scheme.

Categories

CA010 Don't open links to product pages (and any other links) in new tabs⁵:



⁴ P. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons; also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59 [\[Video\]](#).

⁵ "Opening new windows (or tabs, depending on the browser settings) without asking the user if that's what they wanted is rude, and a violation of several principles of interaction design encouraging us to **leave control of the interface in the user's hands**" (Arnold, Tim (2015) Links should not open new windows [\[Link\]](#)); "The best practice is to **leave the default link behavior alone**. Usually, this means that the link on a website will open in that same window or tab" (Schofield, Michael (2015) Links should open in the same window [\[Link\]](#)).

This is stupid and extremely annoying.

CA030 Showing **Add to bag** button on mouse hover is not a good idea:



Because:

- customers are not ready to add an item to a cart before visiting product page;
- customers won't add an item to a cart before selecting its size;
- it makes users hesitate where to click.

Replacing **Add to bag** button with **Quick view** button (which can be found on many ecommerce websites) is also a bad idea due to a number of reasons⁶:



Lulu's



Macy's

Some websites show available sizes on mouse hover and this is much better (especially if a click on a size loads a product page with this size selected):

⁶ "Quick View features cause severe usability issues – to the extent where sites should generally avoid using Quick Views altogether" (Holst, Christian (2015) Product list usability: Avoid 'Quick View' overlays {Link}).



Available
XS S M L

Oz Velvet Mini Dress
\$78.00

Nasty Gal



32 34 36 38 40 42

JINTHA DRESS
€169,95

Nikkie

Other kinds of on-hover information may include secondary images (*Nasty Gal, Lulu's, M&S, Nikkie*), star ratings, free delivery etc.

Although there exist a recommendation to use hover-enabled textual or visual information⁷, I think that presenting all this info *statically* may be a better solution (showing *secondary images* on hover may appear useful, however). Example:



SL Fashions Plus Size
Printed Belted Fit & Flare
Dress

Limited-Time Special

Orig. \$99.00
Was \$49.99
Sale \$34.99

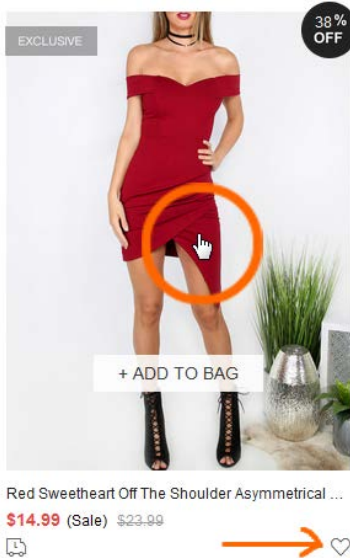
FREE SHIP AT \$50

★★★★★ (3)

Macy's

⁷ "During our usability study of 19 leading e-commerce sites, this **extra layer** of hover-enabled textual or visual information was observed to drastically reduce wasteful "pogo-sticking", where the user heads back and forth between the product list and product pages only to discard irrelevant products. Displaying additional list item information on mouse hover therefore leads to less time spent on irrelevant products, and more time spent with relevant ones – resulting in an overall higher rate of success at the tested e-commerce sites adopting this design" (Holst, Christian (2015) Product lists: Display extra information on hover (76% Don't) [{Link}](#)).

CA040 Save to wishlist button looks too subtle and appears far outside the current user's visual focus⁸:



Another issue is that this button looks non-clickable because of wrong mouse pointer:



This button should appear within the item photo. Examples:



Sandra Off-the-Shoulder Bodycon Dress
\$78.00

Nasty Gal



ASOS Sweatshirt With Stripe Tipping In Longline
\$41.00

ASOS

Also consider showing **Save to wishlist** button permanently, not only on mouse hover.

CA050 Avoid mandatory login/registration as a barrier to adding items to wishlist. Good example is ASOS who doesn't require login/registration when adding items to wishlist:

⁸ There is a high correlation between gaze position and mouse cursor position on a computer screen during web browsing (Chen, Mon Chu; Anderson, John R.; Sohn, Myeong Ho (2001) What can a mouse cursor tell us more?: Correlation of eye/mouse movements on web browsing, in: CHI '01 Extended Abstracts on Human Factors in Computing Systems (CHI EA '01), New York: ACM, 281-282 {Link}).

Saved Items

Items are saved for 60 days

2 Saved items

Recently added ▾



ASOS Sweatshirt With Stripe Tipping In Longline

\$41.00

Select colour ▾

Select size ▾

ADD TO CART



Oasis Frill Sleeve Blouse

\$42.00

Wine

US 6 ▾

ADD TO CART

There is also a possibility to transfer items easily from wishlist to the shopping cart (after selecting color and size). Note that they save items for 60 days.

A possibility to send wishlist by email may be an invaluable feature.

CA060 More colors available icon is of little help:



Instead, show exactly those available colors and on click (or mouse hover) change item photo accordingly. Examples:



Style & Co. Plus Size Pintucked Henley Top, Only at Macy's

Macy's



Gina Bacconi Embroidered Oriental Floral Dress, Dark Green

\$359.50



John Lewis

CA070 Consider displaying item photos without model faces or without models at all:

Style & Co. Plus Size Pintucked Henley Top, Only at Macy's
 Limited-Time Special
 Reg. \$44.50
 Sale \$32.99
 FREE SHIP AT \$50

Style & Co. Plus Size T-Shirt with Printed Scarf, Only at Macy's
 Limited-Time Special
 FREE SHIP AT \$50
 Every Free Shipping at \$50!

Charter Club Plus Size Utility Henley Top, Only at Macy's
 Limited-Time Special
 Was \$24.99 - 27.99
 Sale \$19.99 - 27.99
 FREE SHIP AT \$50

Lauren Ralph Lauren Plus Size Stretch Boat Neck T-Shirt
 Limited-Time Special
 Reg. \$54.50
 Sale \$38.15
 FREE SHIP AT \$50

JM Collection Plus Size Seamed Knit Top, Only at Macy's
 Limited-Time Special
 Reg. \$84.50
 Was \$99.99
 Sale \$26.90
 FREE SHIP AT \$50

ING Trendy Plus Size Tiered Top
 Limited-Time Special
 Reg. \$49.00
 Was \$34.99
 Sale \$24.99
 FREE SHIP AT \$50

Macy's

Sugarhill Boutique Georgia Dot Shift Dress, Navy/Cream
 Now \$45.50

AllSaints Sade Dress, Light Grey/Black
 \$197.00

AllSaints Sanko Denim Dress, Indigo Blue
 \$157.50

Tommy Hilgier Jillian Bell Sleeve Dress, Bright Cobalt
 \$220.00

John Lewis

CA080 It seems, all apparel websites place filters on the left:

SIZE
 Apparel
 XXS
 X-Small
 Small
 Medium
 Large
 X-Large
 0
 2
 4
 6
 10

COLOR
 Black
 Blue
 Pink

PRICE
 \$0 - \$50
 \$50 - \$100
 \$100 - \$150
 \$150 - \$250
 \$250+

LULUS That Special Something Navy Blue Maxi Dress \$82

Mod Squad Navy Blue Shift I \$54

Lulu's

FILTER BY

SIZES
 0, XS
 2, XS, S
 4, S, M
 6, M
 8, M, L
 10, L
 12, L, XL

LENGTH
 Short (330)
 Midi (112)
 Maxi (90)
 Long (1)

SLEEVE LENGTH
 Sleeveless (302)
 Long Sleeve (103)
 Short Sleeve (99)
 3/4 Sleeve (21)
 Strapless (4)

WEAR TO +

TREND +

Hit the Rose Lace Dress \$68.00

Christensen Velvet Ma \$78.00

Nasty Gal

Placing filters on top is probably not a good idea:

Category Season Type Pattern Type Sleeve Length Color Dresses Length Style Material Neckline Silhouette Decoration

Priority Dispatching

3495 Results

Pre Order

36% OFF

37% OFF

Recommendation is to place filters on the left because this meets customers' expectations.

CA090 Too many colors in color filter (25 in this case):



Good filter (*Macy's* always uses only 16 basic colors):



Don't borrow colors from the database, use a permanent set of basic colors.

CA100 Allow for multiple selections of the same type⁹. Examples (*Nasty Gal*):



Search

Search is extremely important because 30-50% of ecommerce visitors prefer to use a site's internal search engine as opposed to simply navigating the site¹⁰, and search visitors are known to convert at a rate much higher than the average non-site search visitor¹¹.

SE010 Don't hide the search box behind magnifying glass icon¹²:

⁹ Roggio, Armando (2015) 7 ways to improve ecommerce category filters {[Link](#)}.

¹⁰ P. 7 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems {[PDF](#)}.

¹¹ Walker, Tommy (2014) Convert more visitors by improving your internal site search {[Link](#)}.



Search box should be permanently visible, large enough and prominently highlighted on a page¹³. Examples:






EST 1884



Recommendation is to place search box right beside the logo¹⁴ or center on a page below the horizontal main menu¹⁵.

Don't put placeholder text in search box¹⁶. However, hints explaining what kinds of searches will work on this website may be useful. Place them below the search box:



Example: red bodycon dress size M

Search buttons with text ("Search" or "Go") work better than buttons with a magnifying glass icon¹⁷.

SE015 Automatically place the cursor in the search box¹⁸.

SE020 Search must be predictive. *Lulu's* provides an excellent example of predictive search:

¹² "No tiny little search icon in the upper right corner" (Morrison, Craig (2014) How to design a usable search function that keeps users coming back [Link](#)); Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [Link](#); Sherwin, Katie (2014) The magnifying-glass icon in search design: Pros and cons [Link](#).

¹³ P. 8 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [PDF](#).

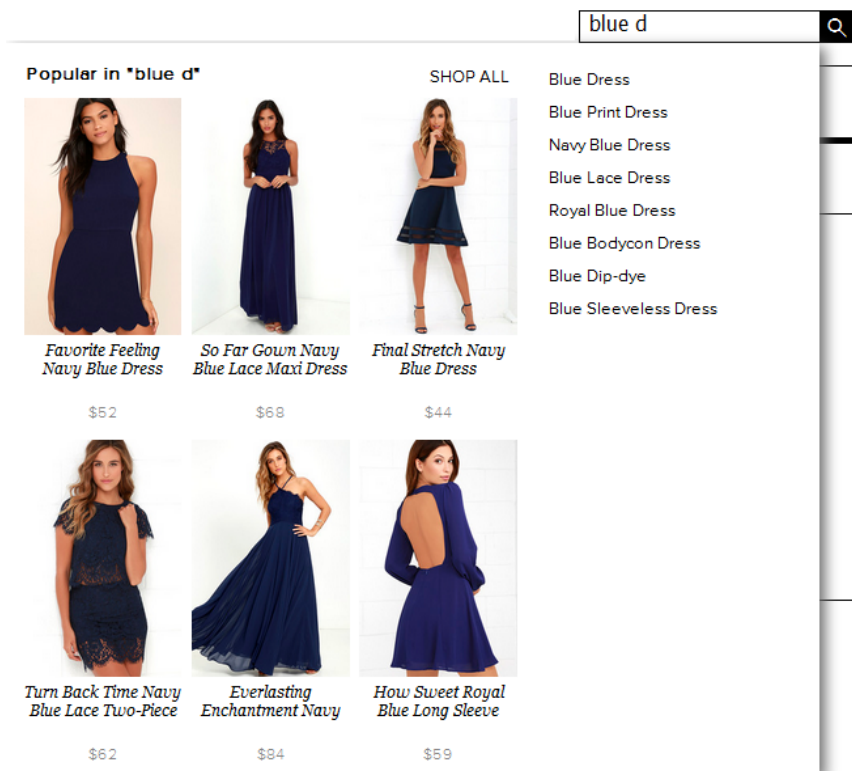
¹⁴ Morrison, Craig (2014) How to design a usable search function that keeps users coming back [Link](#).

¹⁵ Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [Link](#).

¹⁶ Sherwin, Katie (2014) Placeholders in form fields are harmful [Link](#); Jarrett, Caroline (2010) Don't put hints inside text boxes in web forms [Link](#).

¹⁷ Fries, Lane (2016) Ecommerce search bar best practices: The definitive guide [Link](#).

¹⁸ P. 11 in: SLI Systems (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [PDF](#).



They use [Dynamic AutoComplete](#) by [SearchSpring](#). Other intelligent search platforms with similar functionality are [Site Search](#) by [Unbx](#) and [Rich Auto Complete](#) by [SLI Systems](#). It's strongly recommended using such an advanced predictive search solution on the *SheIn* website.

SE030 Default sorting of items on a SERP should rank higher those products that have a high click through rate, that are bought more often, and have higher ratings/reviews¹⁹.

SE040 Remember customer's refinement choices: for example, if a user selects shoes and size 5, you could store this information in a cookie and have those choices automatically selected the next time the visitor conducts a search²⁰.

Product page

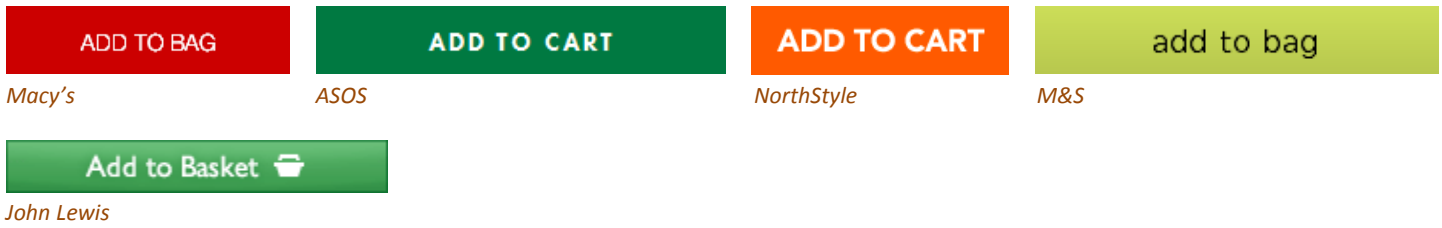
PR010 It seems using "mourning black" **Add to cart** buttons with rectangular corners (and often with abnormal height-width proportions) became an omnipresent trend on modern apparel websites:



¹⁹ P. 3 in: [Unbx](#) (2014) *5 Must-Have Site Search Enhancements for Fashion Ecommerce*, Sunnyvale: Unbx [{PDF}](#).

²⁰ P. 49 in: [SLI Systems](#) (2014) *The Big Book of Site Search Tips*, San Jose: SLI Systems [{PDF}](#).

“Happy exceptions”:



In my opinion, those black buttons are no more than just another illustration of designers' herd mentality²¹. It can be expected that *chromatic, convex* buttons with *shading gradients* will convert much better²². Even a flat button with *rounded* corners should convert better than a rectangular one²³. Recommendation is to use embossed buttons with rounded corners for all primary CTAs. Recommended button style:



PR020 Serious *over-categorization* on Sheln website:

Home / Tops / T-Shirts / Summer ▾ / White Print V Cut Raglan Sleeve T-shirt

Must be:

Home / Tops / White Print V Cut Raglan Sleeve T-shirt

Competitors use smaller number of categories:

Home > Women > Dresses > ASOS WEDDING Chiffon Bandeau Large Floral Maxi Dress
ASOS

Home Page > Women > Tops

Gerry Weber Pleat Yoke Jersey Top, Powder

John Lewis

Use *filters* instead of categories²⁴.

²¹ Dunbar, Louisa (2016) Herd mentality: 7 web design trends that could be bad for business and how to avoid them [{Link}](#).

²² “This is fundamental, but the button has to look clickable. <...> The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want” (p. 7 in: Ve Interactive (2015) *The Marketer’s Guide to the Perfect CTA*, London: Ve Interactive [{PDF}](#)); also section 3 “Make buttons look like buttons” in Wiebe, Joanna (2013) 6 proven ways to boost the conversion rates of your call-to-action buttons [{Link}](#); also: Creager, James H.; Gillan, Douglas J. (2016) Toward understanding the findability and discoverability of shading gradients in almost-flat design, in: *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 60 (1), 339-343 [{PDF}](#).

²³ Tseng, Anthony (2011) Why rounded corners are easier on the eyes [{Link}](#); Olyslager, Paul (2014) Call to action buttons Part 3: Shape and size [{Link}](#).

²⁴ Holst, Christian (2016) Over-categorization: Avoid implementing product types as categories (56% get it wrong) [{Link}](#).

Shopping cart

SC020 Total cost estimate (including shipping and taxes) should be in the *cart*, not at the checkout²⁵. Correct example:

Order subtotal	\$28.99
Estimated shipping	\$ 9.95
Estimated sales tax	\$1.74
Order total	\$40.68
<i>You saved</i>	<i>\$20.01</i>
How is this calculated?	

KEEP SHOPPING

CHECKOUT

Macy's

ASOS allows for shipping method selection and shows the selected shipping cost but doesn't recalculate order total after shipping method selection:

The screenshot shows a checkout interface with a sidebar on the left and a main panel on the right. The sidebar contains a 'SUB-TOTAL' of \$41.00. The main panel shows a 'TOTAL' section with 'Sub-total' at \$41.00 and 'Shipping' at \$14.51 (Express Shipping). An orange arrow points from the shipping method dropdown in the sidebar to the shipping cost in the main panel. A green 'CHECKOUT' button is visible below the shipping options.

This is not perfect but it's better than nothing.

Checkout

CH010 Offer guest checkout²⁶:

²⁵ "Total cost estimate should be in the cart" (Chawla, Smriti (2014) Q&A with Baymard's Christian Holst about Checkout Optimization [{Link}](#)).

²⁶ "Forcing users to register their details before they checkout is a proven way of reducing your conversion rate" (Moth, David (2012) Eight out of top 10 US retailers offer guest checkout [{Link}](#)); "If you want more sales and loyal customers offer guest checkout, and eliminate the 'sign up' barrier" (Govier, Jill (2016) Why you should always allow guest checkout on your ecommerce store [{Link}](#)).

Sign in to Checkout

Email

Password

[Forgot your password?](#)

Sign in

I don't have an account

Create an account for order tracking, easy returns and more!

Create an Account

OR

Guest Checkout ←

LIVE CHAT

SIGN IN

SIGN IN WITH MY ACCOUNT

E-MAIL ADDRESS

PASSWORD

SIGN IN

[Forgot Password?](#)

CHECKOUT AS GUEST

CONTINUE AS GUEST ←

DON'T HAVE AN ACCOUNT?

Creating an account is easy and will give you special access to the following:

My Account

Check the Status of your Orders
Track your Packages
Initiate Returns Online

My Wishlist

Create and share wishlists!

FIRST NAME

LAST NAME

E-MAIL ADDRESS

LIVE CHAT

However, guest checkout should be offered *first*, before signing-in and creating an account.

CRO and UX analysis of Cloud9 webstore

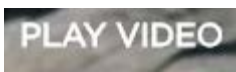
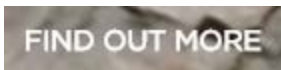
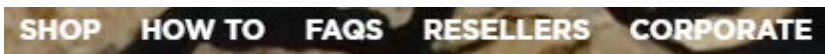
Version 2 | 10.09.2016

General design considerations

GE010 Don't place logo in the center of the masthead¹:



GE020 Don't put text directly on an image because of legibility problems:



Appropriate methods for placing text on an image are dark overlay and text-in-a-box².

GE030 Left-align the main menu.

GE040 Consider renaming **Resellers** link to **For resellers** because **Resellers** may be perceived as a link to “where to buy this product”.

GE050 It's very difficult to notice the shopping cart:



It should have high contrast to and be clearly distinguishable from all surrounding objects:

¹ “Getting back to the homepage is about 6 times harder when the logo is placed in the center of a page compared to when it's in the top left corner” ([Whitenton, Kathryn \(2016\) Centered logos hurt website navigation](#)).

² Rule 4 “Learn the methods of overlaying text on images” in: [Kennedy, Erik D. \(2014\) 7 rules for creating gorgeous UI \(Part 2\): A guide to visual aesthetics, written by a nerd](#).

Shopify "Symmetry / Duke" theme

GE060 Use a flag and capital letters for the currency selector:



Example from another Shopify webstore

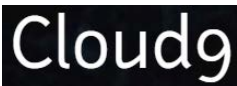
GE065 Currency selector doesn't work: prices are always shown in (US?) dollars regardless of selected currency. Overseas customers will avoid purchasing on this website.

GE070 It is not recommended to use **UPPERCASE** text because of two reasons:

- it is known since 1914 that texts printed with **UPPERCASE** are less legible than **Sentence case** texts³;
- using **UPPERCASE** is bad netiquette because it is considered "shouting" on the internet; it is not polite to shout at the customers⁴.

Recommendation is to replace **UPPERCASE** with **Sentence case** or **Title Case** throughout the whole website.

GE080 "9" looks like "g", this is not good for your brand:



GE090 Don't popup LiveChat dialog automatically. Keep it minimized until a visitor needs it.

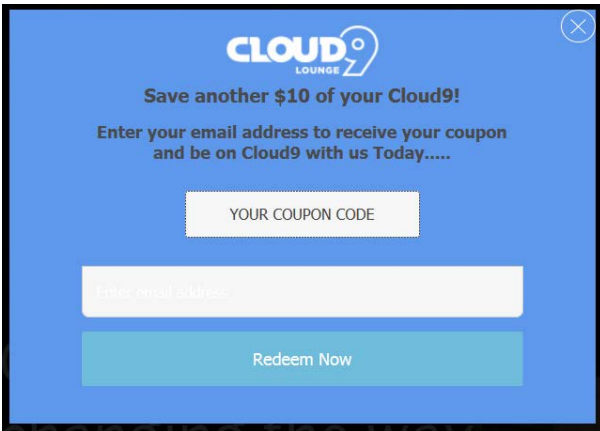
Homepage

HP005 Avoid popups⁵:

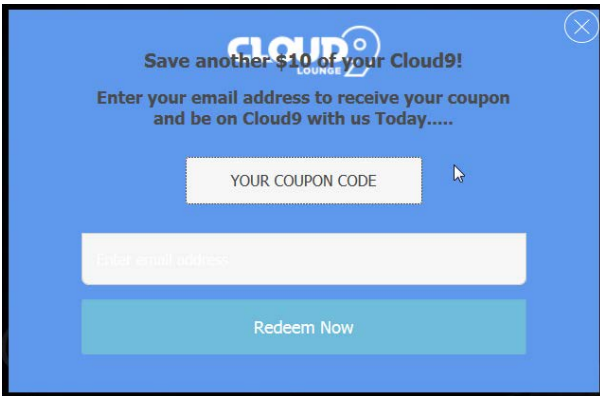
³ P. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; "All-capital print greatly retards speed of reading in comparison with lower-case type. Also, most readers judge all capitals to be less legible. <...> The use of all capitals should be dispensed with in every printing situation" (p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

⁴ [Netiquette Wiki \(2014\) Rule number 2 – Do not use all caps](#); [Robb, Alice \(2014\) How capital letters became internet code for yelling and why we should lay off the all-caps key](#).

⁵ "The absolute best way to destroy someone's attention is the use of entry pop-ups" (p. 81 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons; "Each time it happened, the vast majority of the test subjects would reflexively close the overlay dialog, not even glancing over its contents. What's more, the subjects would get annoyed with the site for bothering them, even though they – as just mentioned – never actually read what they were being bothered with. Some subjects went as far as referring to any overlay dialogs as "spam," which gives a pretty good idea of just how much users loathe these dialogs and how poorly it can reflect on sites that use them" (section 4 in: [Appleseed, Jamie \(2014\) Avoid these 5 types of e-commerce graphics](#)).

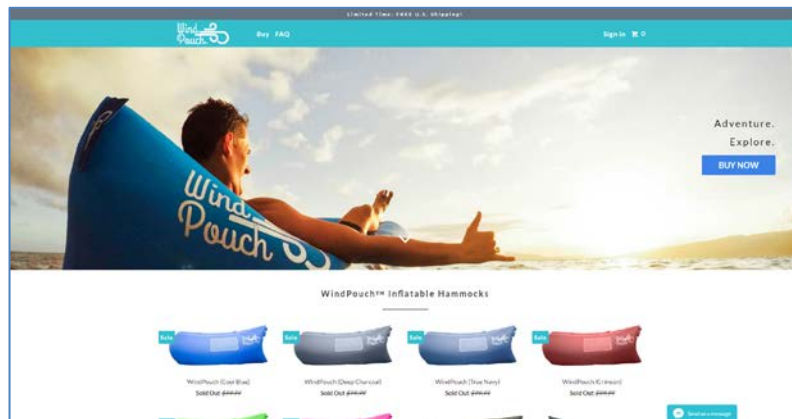
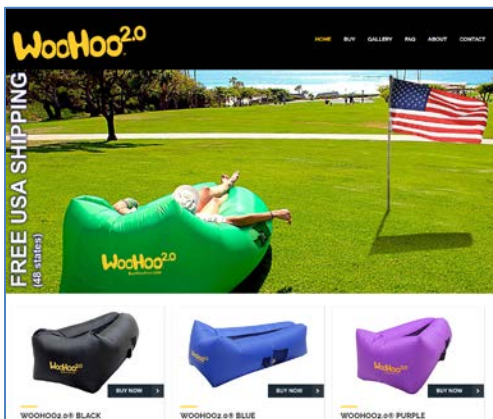


HP006 There is also a bug when a mouse is over upper part of a popup:



HP007 It's also absolutely unclear how to redeem a coupon code.

HP010 Using full-screen background images is wrong webdesign trend⁶. You may use a *screen-wide* image of an *appropriate* height. Examples:



Also, reducing hero image vertical size will encourage scrolling down the page.

⁶ Section 2 “The preposterous return of the splash screen” in: [Ash, Tim \(2015\) An open letter to “minimalist” sites](#); “Large images are visually appealing, but they can harm the overall user experience if they aren’t appropriately prioritized” ([Whitenton, Kathryn \(2014\) Image-focused design: Is bigger better?](#)).

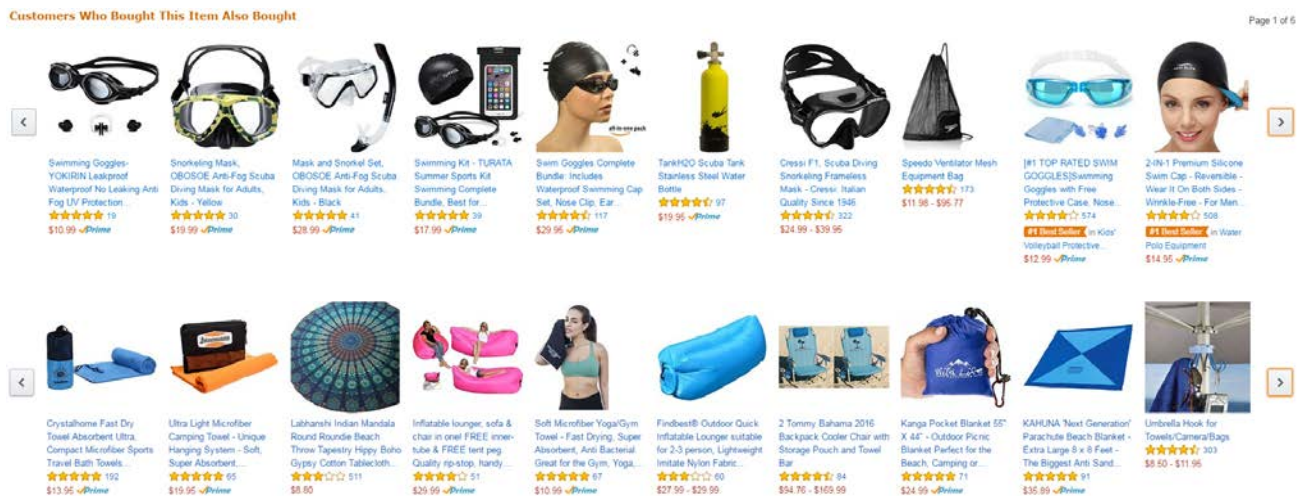
HP020 There is a terrible disproportion between useful and useless visual information in this image⁷:



HP030 This image also may lead to wrong guesses about the website purpose: “extreme tourism?”, “they sell drone aerial cameras?” etc.

HP040 What hero image is appropriate? Amazon statistics shows that people purchase air loungers together with:

- beach gear;
- outdoor living stuff;
- hiking outfit.



⁷ “Make sure the images or videos you choose **serve a real purpose** or help people understand the site – otherwise they’ll just distract your users from your actual content” (Meyer, Kate (2015) [The characteristics of minimalism in web design](#)).

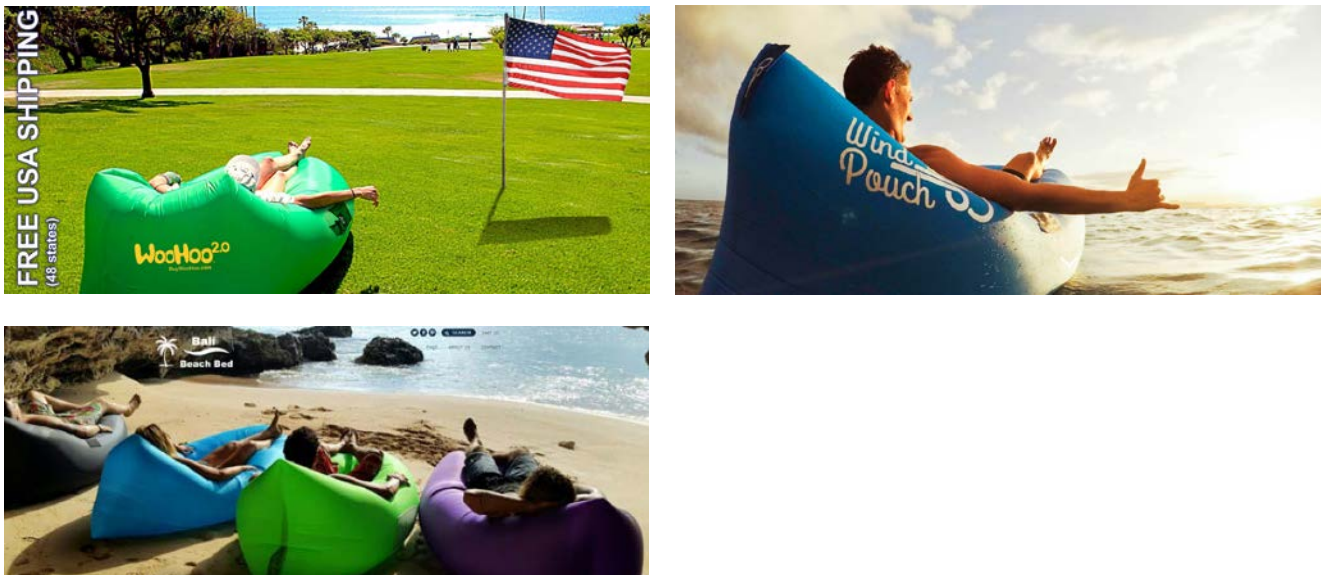


So, [LayBag](#) attempts to do the right job when showing all contexts of product use in the homepage hero area:



Their mistake is using autorotating images, they should be replaced with static ones⁸.

Alternatively, you may use a single hero image. Examples:



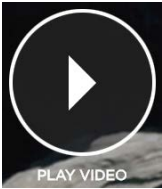
Note an important moment: although they show people using a product, these photos do not show human faces. Human faces and females in swimsuits always attract unnecessary attention (of both genders) and often cause unnecessary questions⁹. This is why you may consider avoiding photos like these:

⁸ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content" (p. 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#)).

⁹ Section 1 "Humans kill conversion" in: Bounce Exchange (2016) 10 Conversion Rate Blunders [\[PDF\]](#).



HP050 It's not clear to a user where and how a video will be played:

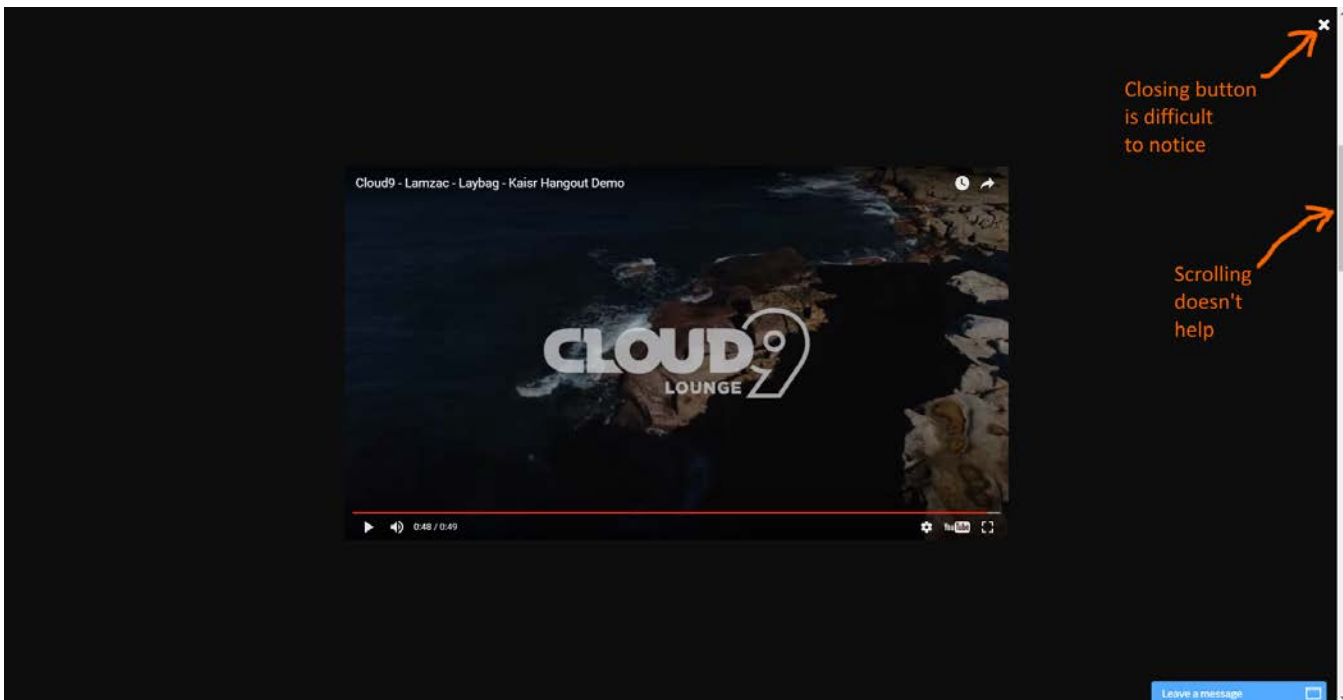


Since users may expect a full-screen video this will reduce video play rate. Show a video box instead.

Presenting explainer videos is a whole science and I recommend you to look at Phil Nottingham presentation¹⁰. In particular, pay attention to the following moments:

- author doesn't recommend to use YouTube and recommends Wistia and some other platforms instead;
- you current video horizontal width (948 px) and duration (0:49) may be suboptimal;
- branded player color may significantly increase play rate;
- custom video thumbnail is very important.

HP060 After watching the video a user finds himself in deadlock:



¹⁰ [Nottingham, Phil \(2016\) CRO with Video: Tips, Tricks and Tactics.](#)

Place closing button at the top right corner of video box. In general, never use full-screen overlays: in this situation many users hit the “Back” button on their browser and this results in leaving the website.

HP070 Consider changing the genre of video from “romantic” to “how it works”. In particular, it’s difficult to understand from the current video how to close the air inlet after inflation.

HP080 Many designers believe that people are born to scroll, scroll, and scroll. They are mistaken. Actually people hate scrolling. Many usability experts consider long-scrolling pages a wrong trend in modern webdesign¹¹. Recommendation is to reduce scrolling on the homepage.

HP090 The only way to start shopping is to notice barely noticeable **Shop** link on the main menu. Textual call to action (“Choose your own colour”) is lacking corresponding CTA button:



There must be shopping buttons on the homepage, otherwise it looks like a solely promotional material.

HP100 Consider placing the full product catalog directly on the homepage. Examples are [LayBag](#), [BaliBeachBed](#), [WindPouch](#) and [BuyWooHoo](#).

HP110 Provide shipping info (shipping speed, free shipping options) on the homepage. All competitors do this.

HP120 Consider replacing Instagram gallery with customer reviews/testimonials section.

Product catalog (non-existent)

CA010 {For A/B-testing} Consider adding catalog page presenting all products. This may make purchasing several items more convenient.

Amazon (and probably your own) statistics shows that customers often purchase several air loungers:

¹¹ Brian Friesen: “The Long Scrolling is a result of the popularity of the Facebook model, and migration to mobile devices. On a phonelet, it may be great, but when accessing a site via a computer interface, it can be distracting, unfulfilling, and annoying. If users are to use the site on a computer, one expects that the creators would take the time to organize their architecture in a manner that would allow for a better navigational model. When I visit a site looking for information, and what I receive is perpetual scrolling of lovely images and marketing copy without a clear navigational path to useful information, I get the impression that the designer, for whatever reason, was unable to define an information architecture”; Jonathan Knopf: “Scrolling should be minimized at all times but the home page can serve as a quick one page brochure of “Why this product or service?” A well-defined site architecture should provide content related links on the home page, fixed navigation, and breadcrumbs. Having all content on one infinitely long page is ludicrous. It’s a website not a PDF”; Rebbecca Tomas: “Hopefully (like mullet haircuts, “jeggings”, and avocado-colored kitchens), this trend [long scrolling] will die – nothing is more frustrating on a computer interface” (from a [discussion](#) on LinkedIn’s “User Experience Group”).

Frequently Bought Together



Customers Who Bought This Item Also Bought

Page 6 of 6 | Start over

<p>Adult Inflatable Life Vest Jacket Great for Snorkeling Surfing Swimming Boating Kayaking Fishing Rafting... ★★★★☆ 144 \$23.11 - \$25.99</p>	<p>Reflective dog leash • Best Dog walking running leash • Adjustable Hands free leash with bungee... ★★★★☆ 218 \$27.07 Prime</p>	<p>WASING Outdoor Inflatable Lounger Nylon Fabric Beach Lounger Convenient Compression Air Bag... ★★★★☆ 209 \$11.99 - \$32.99</p>	<p>ALUQTEK Outdoor Inflatable Lounger, Nylon Fabric Beach Lounger Convenient Compression... ★★★★☆ 43 \$19.99 - \$25.90</p>	<p>Camping Double Hammock, IMISI™ Ultralight Military Grade Parachute Nylon... ★★★★☆ 142 \$24.99 - \$29.99</p>	<p>Outdoor Inflatable Lounger Nylon Fabric Beach Lounger Convenient Compression Air Bag... ★★★★☆ 197 \$17.58 - \$40.00</p>	<p>Solar Charger, Solar Power Bank, GRDE 15000mAh Dual USB External Battery Charger Backup Battery... ★★★★☆ 503 \$21.99 Prime</p>	<p>Scoupytang Telescopic Saltwater Freshwater Fishing Rod and Reel Combo Travel Fishing... ★★★★☆ 76 \$39.99 - \$69.99</p>	<p>Cosymosofa Outdoor Inflatable Lounger, Sleeping Compression Air Bag... ★★★★☆ 73 \$26.99 - \$29.99</p>	<p>TYR Unisex Classic Kickboard USA ★★★★☆ 104 \$11.95 - \$130.46</p>
<p>Chillo Baggins Inflatable Lounge Bag Hammock Air Sofa and Pool Float Ships Fast! Ideal for Indoor or... ★★★★☆ 323 \$49.90 Prime</p>	<p>WooHoo 2.0 Giant Inflatable Lounger with Carry Bag ★★★★☆ 53 \$37.77 Prime</p>	<p>ChillaX Inflatable Lounger with Carry Bag, Securing Stake and Bottle Opener for Travelling, Camping... ★★★★☆ 246 \$42.95 Prime</p>	<p>TOLOCO Version 2.0 Inflatable Lounger Parachute Nylon Fabric One Chamber One Layer... ★★★★☆ 69 \$29.99 Prime</p>	<p>Hikenture 2nd Generation Inflatable Lounger Hangout Beach Air Chair with Portable Carry Bag... ★★★★☆ 89 \$39.80 Prime</p>	<p>Air Chair Original™ - Outdoor Inflatable Lounger Ripstop Parachute Polyester Material... ★★★★☆ 55 \$38.99 Prime</p>	<p>12pcs Camping Cookware Stove Carabiner Canister Stand Tripod Folding Spork Set Bisgear(TM) Outdoor... ★★★★☆ 96 \$24.99 - \$27.99</p>	<p>HAKE Inflatable Couch, inflatable lounger, Outdoor Sofa, Portable Bags... ★★★★☆ 110 #1 Best Seller in Camping Sleeping Bag... \$29.90 - \$39.99</p>		

Product page

PRO10 Make the default color selection clearly visible:

Color



Use a clearly visible box around the selected color option.

PRO20 Remove color name popups:



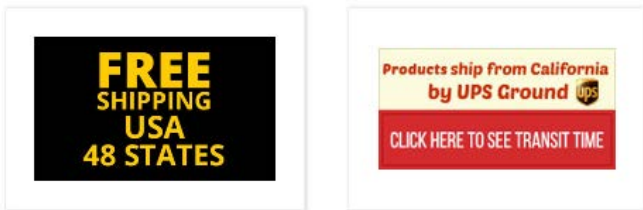
They prevent the selection of a desired color when a mouse moves from the bottom upwards.

PR025 Show thumbnail for the *Camo* edition:



PR028 Make thumbnails of sold out items clickable: show the large image and inform that it's currently unavailable.

PR030 Provide information about shipping. Examples:

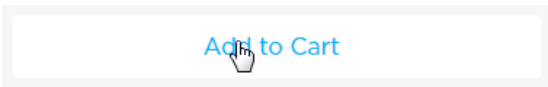


Free Shipping! Shipping in 1 – 2 days with UPS Express.



PR035 Provide information about money back guarantee.

PR040 On mouse hover, intensify color of **Add to cart** button instead of decolorizing it:



PR050 There are serious reasons to expect that users click “old-school” embossed 3D-looking buttons more readily than they click flat buttons¹². Even a flat button with *rounded* corners should convert better than a rectangular one¹³. Recommendation is to use embossed buttons with rounded corners for all primary CTAs.

PR060 Don't load the shopping cart page after a customer adds an item to the shopping cart. Inform a user that an item has been added and keep him on the product page.

¹² See section 3 “Make buttons look like buttons” in [Wiebe, Joanna \(2013\) 6 proven ways to boost the conversion rates of your call-to-action buttons](#); “This is fundamental, but the button has to look clickable. If the visitor isn't sure that this is the place to click – they won't. The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want” (Ve Interactive (2015) The Marketer's Guide to the Perfect CTA {PDF}).

¹³ [Tseng, Anthony \(2011\) Why rounded corners are easier on the eyes](#); [Olyslager, Paul \(2014\) Call to action buttons Part 3: Shape and size](#).

PR070 Replace Instagram gallery with customer reviews section.

Shopping cart

SC010 Show quantity increment/decrement buttons permanently, not only on mouse hover:



SC020 Prices for *Limited Edition Camo* are different on a product page (\$69.99) and in the shopping cart (\$79.99).

SC030 When a customer changes product quantities, update subtotal automatically without the necessity to click **Update cart** button (example: Kaisr).

SC035 Don't use red color for links: they look like error messages (it's acceptable to use red color for **Remove**).

SC040 Buttons for primary (**Check out**) and secondary (**Update cart**) actions shouldn't look the same:



SC050 Money back guarantee is not explained.

SC060 People trust *Norton Secured* badge, not *Symantec*¹⁴ so replace this trust seal with the correct one:



SC070 Provide total cost estimate (including shipping and taxes) on the shopping cart page¹⁵.

SC080 Place PayPal button a bit closer to **Check out** button.

Checkout

CH010 Use high contrast for labels and entry boxes.

CH020 Don't place labels inside entry fields¹⁶.

¹⁴ Laja P. (2016) Fresh out of the Oven: New Research Studies from the ConversionXL Institute ([Presentation](#)); [Holst C. \(2013\) Which site seal do people trust the most? \(2013 survey results\)](#).

¹⁵ "Total cost estimate should be in the cart" ([Chawla, Smriti \(2014\) Q&A with Baynard's Christian Holst about Checkout Optimization](#)); "Users are more likely to complete checkout if they know the shipping costs before checking out <...> So, allow users to enter a zip code and provide a drop-down menu of shipping choices (such as FedEx, UPS, and USPS), delivery speeds (such as next day, 2 business days, 3 business days, and regular 7 to 10 business days), and costs. A sample shipping menu choice might be "FedEx Ground, 5 business days, US\$5.00, Continental US only"." (p. 593 in: Vu K.-P. L., Proctor R. W. (Eds.) (2011) *Handbook of Human Factors in Web Design (2nd Ed.)*, Boca Raton: CRC Press).

¹⁶ [Sherwin, Katie \(2014\) Placeholders in form fields are harmful](#); [Jarrett, Caroline \(2013\) Don't put labels inside text boxes](#).

CH030 The attempt to grab customer's email as early as possible (for remarketing purposes) is probably one of the main causes of low conversion on Shopify websites. Place **Email** field below **Shipping address** section and explain that you may need customer's email for delivery purposes only and will never use it for marketing¹⁷.

CH040 If you ask for email then remove **Phone** field¹⁸.

CH050 Autodetect **Country** field, Shopify can do it.

CH060 Remove **Discount** field: this is a well-known conversion killer¹⁹. Users feel they are overpaying when seeing a discount/coupon field.

¹⁷ *"Most people would want to know how you'll use their email address. Why do you need it?"* ([Holst, Christian \(2011\) Fundamental guidelines of e-Commerce checkout design](#)).

¹⁸ *"Being asked for a phone number when the website already had an email address was especially irritating when subjects were trying to make a purchase. The logic goes, if the store already has one way to contact them, why does it need another?"* ([Holst, Christian \(2011\) Fundamental guidelines of e-Commerce checkout design](#)).

¹⁹ [Bowen, Tom \(2013\) Stop "promo code search" leaks once and for all to increase conversions](#); GoodUI Datastories - Issue #26 - Jun 2016 {PDF}; [Budiu, Raluca \(2016\) Priming and user interfaces](#); [Graham, Eric \(2009\) Do coupon codes INCREASE checkout abandonment?](#).

Thoughts about ITtelligent.com.au homepage

Version 1 | 28.08.2016

From top to bottom...

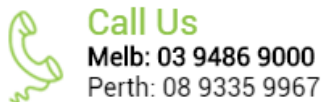
1. Contacts:

 1300 88 90 95 |  support@ittelligent.com.au

Recommendation is to increase text contrast (and size) and also underline email to make it absolutely clear it's clickable:

 1300 88 90 95 |  support@ittelligent.com.au

Examples (from competitor websites):



CALL: 1300 131 626



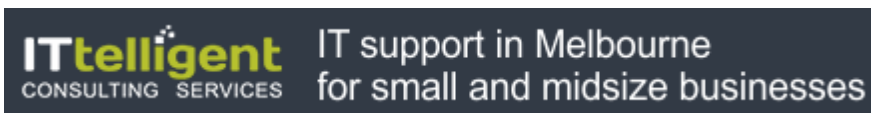
(I don't know why they don't show emails but I think email contact is useful.)

Words "Call us" or "Contact us" are useful because they are calls to action.

2. Logo and main menu:



Add a tagline¹, something like this:



Example:

¹ "If there's a possibility your visitors could look at your logo and not instantly understand what you do, you need a functional tagline. We're not talking about a marketing slogan. Using a snappy slogan to convey a mood, attitude, or feeling is fine for advertising campaigns, but not when quick, laser-sharp communication is needed." (p. 84 in: Loveday L., Niehaus S. (2008) *Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads*, Berkeley: New Riders); "A tagline serves as your logo's partner in action. It can clarify the services you provide, bolster your positioning or express some other key facet of your brand" (p. 120 in: Frederiksen L. W., Harr E., Montgomery S., Taylor A. E. (2013) *Inside the Buyer's Brain: How to Turn Buyers into Believers*, Reston: Hinge Research Institute); "If your landing page tagline under the logo doesn't tell me who you are, then as a user I'm lost" (Kupferberg (2007) *The Seven Deadly Sins of Landing Page Usability* [PDF](#)).

Wrong example (meaningless slogan):



Increase text contrast² and size:



Left-align the menu, don't right-align it.

Also consider showing the menu as a quickly recognizable bar with high contrast to its surroundings above and below.

Example:

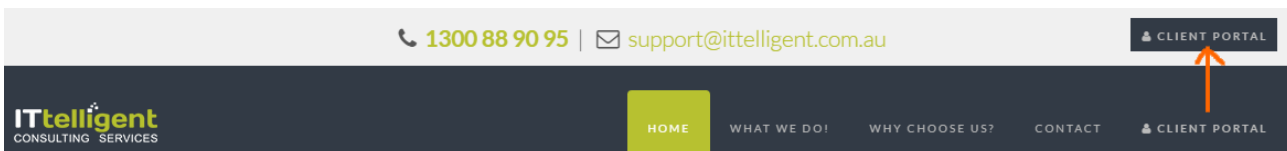


Services & Products



Replace UPPERCASE text with Sentence case or Title Case throughout the whole website.

I also recommend moving the link to client portal to the contact area:



Contact must be the rightmost item of the main menu. This is a *de facto* standard and visitors expect it to be there.

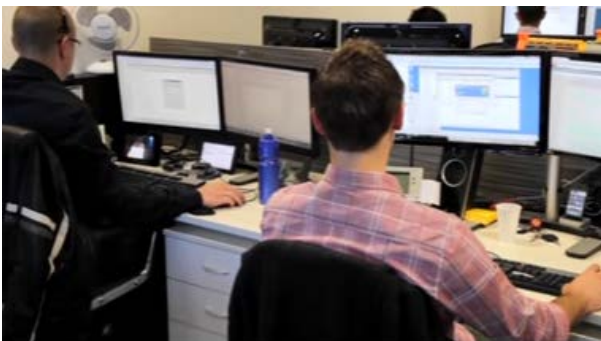
² "Low contrast for fonts is always a bad idea" (mistake #3 in: [Putnam, Joe \(2014\) 7 deadly web design sins you might be making](#)); "Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible" ([Sherwin, Katie \(2015\) Low-contrast text is not the answer](#)).

3. Banner carousel.

Slide 1:



Naturally, animated photos of people will attract primary attention. But this is unnecessary and may even hurt conversions³. In principle, showing your team is a good idea but definitely not in the hero area. It's for displaying your service, not to introduce the team behind it. Another problem with German and Andres is although they may bear a relationship to "computers" they don't look like people who work on solving client's problems. Perhaps, a photo in the "people at work" genre might work better. Something like this (from your explainer video):



Meet the rest of the team is definitely not a CTA button to be shown in the hero area:

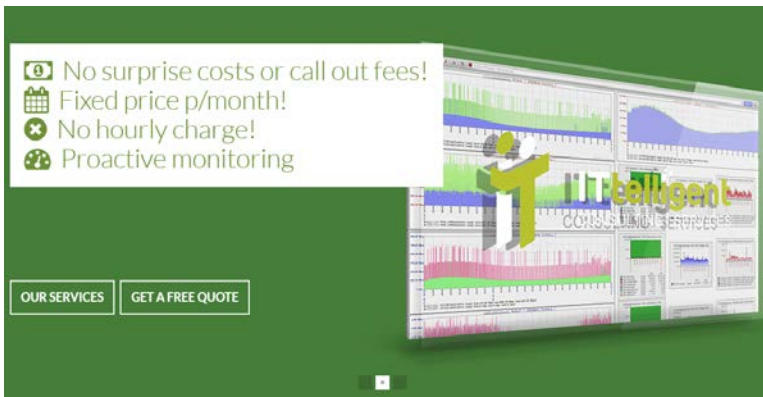


Also, never use ghost buttons for a primary CTA, they have the lowest CTR among all types of buttons⁴. Recommendation is to use "old-school" embossed 3D-looking buttons.

³ Section 1 "Humans kill conversion" in: Bounce Exchange (2016) 10 Conversion Rate Blunders [{PDF}](#).

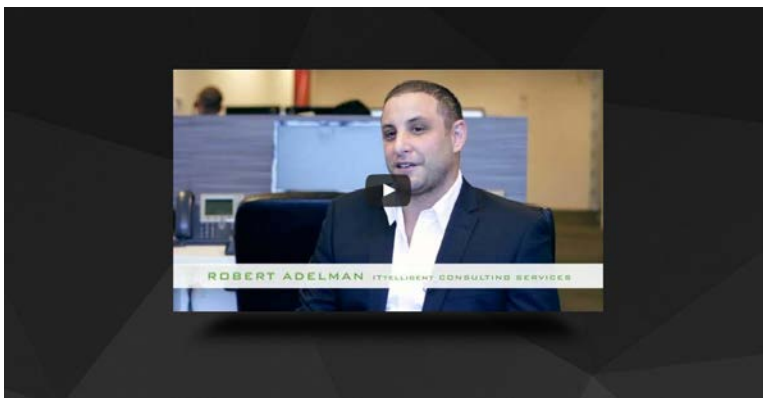
⁴ "Every eye tracking study we've done they [ghost buttons] lose out to a more solid button" (Sena Jeffers' comment to: [Ratcliff, Christopher \(2015\) 12 supernatural examples of ghost buttons in ecommerce](#)); "A ghost button (text with a thin border and no background color) is an example of a **weak signifier** – a subtler version of a traditional clickability signifier" ([Meyer, Kate \(2015\) Long-term exposure to flat design: How the trend slowly decreases user efficiency](#)).

Slide 2:



Probably conveys important info but it is not the best candidate for the hero area.

Slide 3:



Looks useful. Presenting explainer videos is a whole science and I recommend to look at Phil Nottingham presentation⁵. In particular, pay attention to the following moments:

- author doesn't recommend to use YouTube and recommends Wistia and some other platforms instead;
- you current video horizontal width (640 px) and duration (2:13) may be suboptimal;
- branded player color may significantly increase play rate;
- custom video thumbnail is very important (consider replacing the thumbnail with Robert Adelman (when looking at this image a visitor may expect a long "lecture") with something more intriguing).

There exists almost a consensus among ecommerce specialists that banner carousels are harmful⁶. So my recommendation is to use a static⁷ hero area with the following layout (this is a wireframe, not a visual design):

⁵ [Nottingham, Phil \(2016\) CRO with Video: Tips, Tricks and Tactics.](#)

⁶ "Rotating banners are absolutely evil and should be removed immediately" (p. 213 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons). See also: [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish.](#)

⁷ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content" (p. 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#)).

Managed IT Services Melbourne for small to medium businesses

- ✓ Managed IT services
- ✓ Online backups
- ✓ Disaster recovery
- ✓ Internet monitoring
- ✓ Office 365
- ✓ Managed print services
- ✓ IT Audit

[See full list of IT services](#)



(Also reduce the vertical size of hero area to encourage scrolling down the page.)

I added disaster recovery service to the list because my previous experience with IT support companies shows that first communication with a prospective client often occurs when they already have a computer problem. I understand that SmartCare is your flagship service and you know your market much better but my recommendation is to consider adding disaster recovery / computer ambulance service to the list. Example:

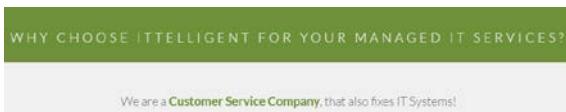
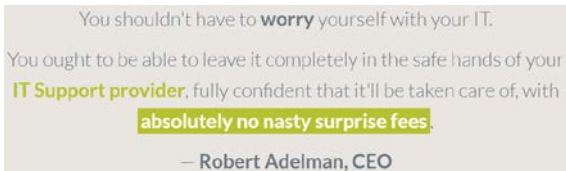
The screenshot shows the homepage of technicalities.com.au. At the top left is the logo "technicalities™ Premium IT support providers for Melbourne & Sydney." and at the top right is the phone number "CALL: 1300 131 626". A navigation bar includes links for Home, Business IT Solutions, Home IT Solutions, About Us, Our Clients, Help Desk, and Contact Us. The main hero section features a stethoscope over a laptop with the headline "Computers Fixed. Fast" and a list of services: "Computer Problems?", "Email, Network or Internet Problems?", and "Software problems?". Below this, there are three columns of services: "IT Support" (Proactive monitoring & maintenance, Backup & Disaster recovery, VPN setup & VPN repair, Mobile email access), "IT Support" (Internet not working?, Plagued by Viruses & spam?, Need Emails & Networking setup?, Computer running slow?), and "Now?" (New or Existing customers; connect to one of our expert team now.). A "Support Help Desk" button is also visible. Green boxes and arrows highlight the "IT Support" list and the "IT Support" column.

Also mention pay per hour service on the homepage to avoid an impression that a prepaid subscription service is the only way you help your clients.

4. The homepage is probably too long. The primary goal of the homepage is to provide high-level navigation to other sections of website⁸, not to show everything you can show. Many experts consider long-scrolling homepages a wrong

⁸ "The primary use of your homepage should be for category-level navigation. Most visitors will want to make a quick choice, get off the homepage, and get closer to their goal." (p. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons).

trend in modern webdesign⁹. So my recommendation is to reduce the homepage length considerably by removing some sections. The candidates for removal are:



⁹ Brian Friesen: "The Long Scrolling is a result of the popularity of the Facebook model, and migration to mobile devices. On a phonelet, it may be great, but when accessing a site via a computer interface, it can be distracting, unfulfilling, and annoying. If users are to use the site on a computer, one expects that the creators would take the time to organize their architecture in a manner that would allow for a better navigational model. When I visit a site looking for information, and what I receive is perpetual scrolling of lovely images and marketing copy without a clear navigational path to useful information, I get the impression that the designer, for whatever reason, was unable to define an information architecture"; Jonathan Knopf: "Scrolling should be minimized at all times but the home page can serve as a quick one page brochure of "Why this product or service?" A well defined site architecture should provide content related links on the home page, fixed navigation, and breadcrumbs. Having all content on one infinitely long page is ludicrous. It's a website not a PDF"; Rebbecca Tomas: "Hopefully (like mullet haircuts, "jeggings", and avocado-colored kitchens), this trend [long scrolling] will die – nothing is more frustrating on a computer interface" (from a [discussion](#) on LinkedIn's "User Experience Group").

Also consider removing other sections (make a decision based on clickmap analytics).

5. Avoid low-weight low-contrast fonts:

You get access to all of the services below and more! Our IT Support Monitoring System never sleeps, so that you can rest easy!

Always use normal or bold text of high contrast.

6. It's not clear what's clickable and what's not:

SmartCare™ is the
obviously clickable

You ought to be able to leave it completely in the safe hands of your
IT Support provider, fully confident that it'll be taken care of, with
absolutely no nasty surprise fees.

We are a **Customer Service Company**, that also fixes IT Systems!

24/7/365
WE'RE ALWAYS AVAILABLE

Also don't use the same basic color (green) for links and headings. Use different primary colors for them (e. g. green for headings, orange for links).

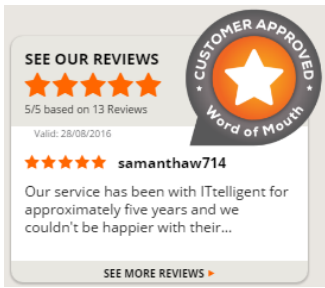
7. **Microsoft Partner** looks like a heading to services shown below it:

Microsoft Partner
Silver Small and Midmarket Cloud Solutions

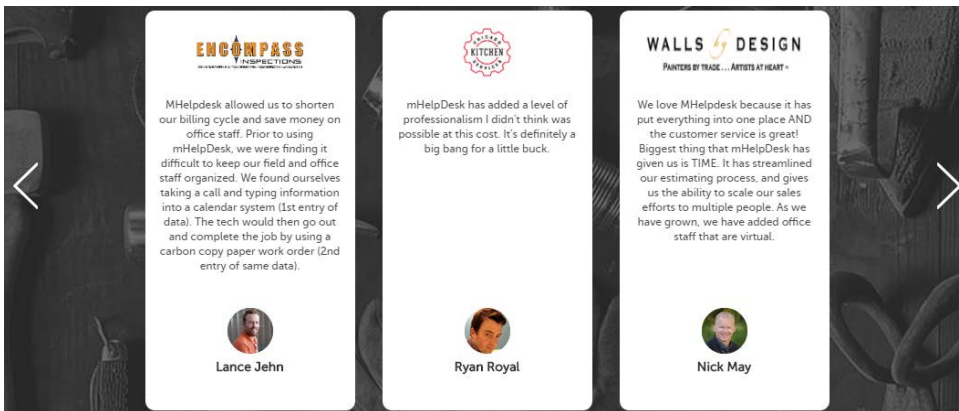
 SERVER MONITORING SEE IT IN ACTION	 ONLINE SYSTEM BACKUPS SEE HOW WE DO IT	 PROACTIVELY MANAGED IT LEARN MORE HERE
--	--	--

I suppose this is not what is intended.

8. Testimonials are definitely useful and should be shown on the homepage but this is not an appropriate way to present them:



Use the standard layout for testimonials:



Take into account that testimonials with client photos may lead to higher conversions¹⁰.

9. Show all three communication options at the bottom of the homepage:

phone | email | contact button.

Show the contact form in a popup dialog, don't forward users to the **Contact** page.

10. Consider showing some approximate price for a SmartCare subscription (e. g. for a typical company with one server and twenty workstations). My hypothesis is this may increase the number of enquiries.

¹⁰ "Most memorable are high profile client logos, testimonials with photos, press mentions <...> Testimonials with photos were significantly more effective" (Section 7 "Social proof" in: Laja (2016) Fresh out of the Oven {Presentation}).

UX and conversion review of GetSocked

Version 1 | 28.07.2016

Business model

BU010 The main conversion issue is that people will not wait several weeks for the first delivery:



STEP 1: SIGN UP

Signing up for our bamboo sock subscription online is as simple as clicking the Buy Sock Subscription below and then letting us know where to deliver the funky cool happy feeling socks, then kick back and relax while we take care of the rest. The socks will be sent the 1st week of each month



STEP 2: SHIPPED

Are you ready for your new bamboo socks? You're about to GetSocked! Kick back, relax and await your surprise. All socks are sent the 1st week of each month.



STEP 3: ENJOY!

Do you feel that little buzz of excitement, is the idea of buying socks online making you happy? Weird...right? It's called a surprise! Enjoy em, rock em and pimp that bland office attire. GetSocked is here. Your sock drawer will be jumping for joy.

When people want something, they want it immediately. If they can't get what they want right away, they move on to something else.

"In every case, people prefer earlier to later. People do not like or want to wait. They want what they want right now. We say that, in our fast-moving society, instant gratification is no longer fast enough. People who did not know that they wanted something until this minute now want it immediately, if not sooner.

In other words, everyone is impatient. Everyone is in a hurry. Look at how insistent children are in demanding that they be given what they want immediately. And adults are just children with better excuses."¹

Explain that you will send first socks immediately and then they will be sent with equal time intervals.

BU020 Also consider introducing plans with different periodicity (3 days, 1 week, 2 weeks, 1 month).

BU030 It's not clear if free delivery applies to subscription.

BU040 Availability of webstore reduces the element of surprise. Consider splitting the current website into two: one for subscriptions, another for shopping.

BU050 Seeing shopping cart is not what customers expect after clicking **Buy sock subscription** button. It would be better to show them subscription confirmation page as a chance for additional persuasion, providing more information and reassuring customers about prices and what will they get. Then proceed to checkout page. Shopping cart looks like a foreign object here.

BU060 The same applies to **Join now** in the main menu. It's function is even more surprising.

BU070 Explain early that your socks fit most feet. Many customers will not order socks without knowing their size.

¹ P. 15 in: Tracy B. (2004) *Something for Nothing*, Las Vegas: Eagle House.

General design considerations

GE010 Generally speaking, Shopify themes are always problematic because they are designed by graphic designers who apishly mimic design trends but know nothing about ecommerce, ergonomics, usability, human perception and consumer behavior. So, there is a necessity to tweak and tailor them in many cases. Sometimes it is possible to create something more or less acceptable by combining elements of different Shopify themes. I will try to illustrate my recommendations by their existing themes.

GE020 Avoid **ALL CAPS** texts throughout the whole website:

FREE SHIPPING FOR AUSTRALIA AND €3.40 EUR FOR REST OF THE WORLD ✓ SATISFACTION GUARANTEED ✓ CANCEL ANYTIM

GET A NEW PAIR OF COOL FUNKY SOCKS
EVERY MONTH FOR ONLY €6.10 EUR

BUY SOCK SUBSCRIPTION

SIGNUP FOR EXCLUSIVE DISCOUNTS,
CHANCES TO WIN FREE SOCKS AND MORE

PROCEED TO CHECKOUT

JOIN NOW SHOP OUR STOR

FUNKY BAMBOO MENS SOCKS DELIVERED TO YOUR DOOR ONCE A M

Use **Sentence case** instead².

GE030 Improve legibility of texts: use higher contrast³ and larger font size⁴; replace light typefaces with normal ones⁵.

They're coming to get you! Work that retro '70s groove into your sock collection with Space Invaders. Recreate the magic of a more innocent age when these guileless little aliens really were

GE040 To make the main menu more noticeable, use inverted color scheme (light text on dark background):

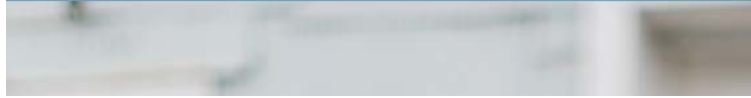
² It is known since 1914 that texts printed with **ALL CAPS** are less legible and less comprehensible than **Sentence case** texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Then, using **ALL CAPS** is bad netiquette because it is considered shouting on the internet ([Netiquette Wiki \(2014\) Rule number 2 – Do not use all caps](#); [Robb, Alice \(2014\) How capital letters became internet code for yelling and why we should lay off the all-caps key](#)). It is not polite to shout at your customers.

³ "Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible" ([Sherwin, Katie \(2015\) Low-contrast text is not the answer](#)); "Low contrast for fonts is always a bad idea" ([Putnam, Joe \(2014\) 7 deadly web design sins you might be making](#)); Scharff, L. V.; Ahumada, A. J. (2005) Why is light text harder to read than dark text?, *Journal of Vision*, 5 (8), 812 [[Abstract](#)].

⁴ [Alvarez, Hannah \(2014\) Choosing the right font: A guide to typography and UX](#).

⁵ "The typeface must not be too thin" (Itkonen, Markus (2006) *Typography and Readability*, Helsinki: The Finnish Centre for Easy to Read [PDF]).

Collections ▾ All Products Blog About Contact



Startup / Cloth theme

SWIMWEAR inc.

HOME SHOP ▾ BLOG ABOUT US



Testament / Revelation theme

HOME OF THE BRAVE

HOME SHOP ▾ BLOG CONTACT FEATURES BUY THEME



Fashionopolism / Secret Sale theme

GE050 Left-align the main menu.

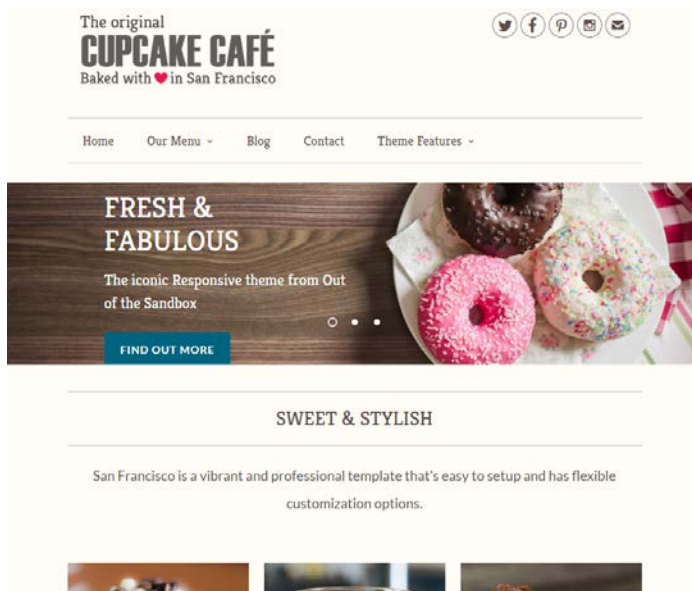
Homepage

HP010 Avoid *full-screen* background photos because this is a meaningless waste of screen real estate, they push the real content of the page down, slow down page loading and may prevent users from further scrolling a page⁶.



⁶ See section 2 “The preposterous return of the splash screen” in [Ash, Tim \(2015\) An open letter to “minimalist” sites](#); [Iannotti, Mary \(2015\) Are the latest web design trends killing your conversions?](#); tip 2 “No more big headers. Just get to the point!” and case 5 “Up to 46% more clicks with a smaller image” in [AGConsult \(2015\) 10 Conversion Tips That Work on Any Website](#); [Mullin, Shanelle \(2016\) Beyond the false bottom: How to avoid this costly UX mistake](#).

It is acceptable to use a *screen-wide* background photo of *reasonable height*:



Responsive / San Francisco theme

HP020 Instead of displaying a single product, show a variety of them. You may use this already existing photo (or similar) as a background photo on the homepage:



HP030 It's probably too early to show a CTA button because at this moment visitors are yet absolutely not convinced⁷:



HP040 “Buy sock subscription” is a bad call to action. First of all, “buy” is always a wrong verb for a CTA⁸. Experiment with CTAs beginning with “subscribe me...” or “get my...”.

⁷ See sections 1 “Don't start with a french kiss” and 10 “Once again: be patient” in [AGConsult \(2015\) Don't Do Anything on Your Website You Wouldn't Do on a First Date](#).

⁸ [Crestodina, Andy \(2014\) How to design a button: 7 tips for getting clicked](#); [Petrovic, Jan \(2012\) How much does your button cost you?](#).

HP050 This button looks very “unappetizing” and should be replaced (or removed, see **HP030**):



HP060 {For A/B testing} Try replacing flat buttons with embossed 3D-looking ones because there are serious reasons to expect that users click them more readily than they click flat or ghost buttons⁹:



HP065 Even flat button with *rounded* corners should convert better than rectangular one¹⁰.

HP070 {For A/B testing} Also try enlarging CTA button¹¹.

HP080 Remove or place it somewhere near the page bottom:



Focus on explaining your offer, avoid links to less relevant pages.

HP090 Don't repeat the same text:



STEP 1: SIGN UP

Signing up for our bamboo sock subscription online is as simple as clicking the Buy Sock Subscription below and then letting us know where to deliver the funky cool happy feeling socks, then kick back and relax while we take care of the rest. The socks will be sent the 1st week of each month



STEP 2: SHIPPED

Are you ready for your new bamboo socks? You're about to GetSocked! Kick back, relax and await your surprise. All socks are sent the 1st week of each month.



STEP 3: ENJOY!

Do you feel that little buzz of excitement, is the idea of buying socks online making you happy? Weird...right? It's called a surprise! Enjoy em, rock em and pimp that bland office attire. GetSocked is here. Your sock drawer will be jumping for joy.

HP095 Consider replacing three steps with two steps.

HP100 Only “Cancel anytime” is important here:

⁹ See section 3 “Make buttons look like buttons” in [Wiebe, Joanna \(2013\) 6 proven ways to boost the conversion rates of your call-to-action buttons](#); “This is fundamental, but the button has to look clickable. If the visitor isn’t sure that this is the place to click – they won’t. The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want” (Ve Interactive (2015) The Marketer’s Guide to the Perfect CTA {[PDF](#)}).

¹⁰ [Tseng, Anthony \(2011\) Why rounded corners are easier on the eyes](#); [Olyslager, Paul \(2014\) Call to action buttons Part 3: Shape and size](#).

¹¹ “Make bigger buttons, and higher conversion rates will follow” ([Patel, Neil \(2015\) 4 conversion optimization tips that you need to know in 2015](#)).

HP110 Avoid unnecessary animation of testimonials¹²:



HP120 Remove:



The goal is subscription, don't forward your visitors elsewhere.

And SMM simply doesn't work (in most cases). Don't invest in a marketing channel with zero ROI. (Of course, your business may be an exception...)

HP130 {For A/B testing} Try removing this section:

WHY WAIT? SUBSCRIBE NOW!

Why put off taking your sock drawer to the next level?

Subscribe today to join in time for our next shipment at the beginning of for August



It looks a bit pushy.

HP140 Repeat CTA button below this section:



QUALITY

Our socks are unique in the fact they are made of Bamboo. Not only is Bamboo extremely comfortable, fitting the foot snugly, it breathes better than cotton, allowing moisture to evaporate, minimising odours and keeping feet dry.



SHIPPING

We offer FREE standard shipping within Australia for all monthly club deliveries (Awesome!). For additional shop orders and non-member purchases we offer free standard shipping for orders over \$35 AUD. When ordering less than \$35 AUD we offer a flat rate shipping of just \$5 (Approx \$3.75 USD)



SHOP COLLECTION

For those who can't handle the element of surprise, take a look at our collection and select whichever socks that takes your fancy. All our socks are designed to make you happy!

HP150 Add a link to catalog page:

¹² "Be able to justify the use of each animation in terms of benefit to the user. "It looks pretty" doesn't qualify" ([Paxton, Sophie \(2015\) Your UI isn't a Disney movie](#)).



SHOP COLLECTION

For those who can't handle the element of surprise, take a look at our collection and select whichever socks that takes your fancy. **Here must be a link** All our socks are designed to make you happy!

HP160 Although the website detects my local currency correctly, the cost of delivery is still shown in dollars:



ONLY €6.13 EUR

standard shipping for orders over \$35 AUD. When ordering less than \$35 AUD we offer a flat rate shipping of just \$5 (Approx \$3.75 USD)

Catalog

CA010 Remove photo:



CA020 Avoid **Quick shop** bar appearing on mouse hover because it makes users hesitating what to click:



Dotty

€5.81 EUR ~~€8.19 EUR~~

CA030 It's not immediately clear which sock is on sale:



Ace of Spades
€8.19 EUR

Barber Shop
€5.81 EUR ~~€8.19 EUR~~

CA040 Add action button (a link to a product page) below or to the right of the price¹³.

CA050 Make the link (product name) to a product page blue (not only on mouse hover). Enlarge its font size.

CA060 Consider removing sold out items from the catalog or allow to preorder them.

Product page

PR010 Remove photo:



PR020 Zero ratings hurt conversion rate:



PR030 Make increment/decrement buttons permanently visible (not only on mouse hover):



PR040 Show information about delivery time and cost.

Shopping cart

SC010 Make the link to shopping cart clearly visible:



In the current design it's difficult to notice it. It should have high contrast to and be clearly distinguishable from all surrounding objects:

¹³ "Show your visitors the way. Tell them what to do" (tip 4 in [AGConsult \(2015\) 10 Conversion Tips That Work on Any Website](#)).

Symmetry / Duke theme

SC020 Remove photo:

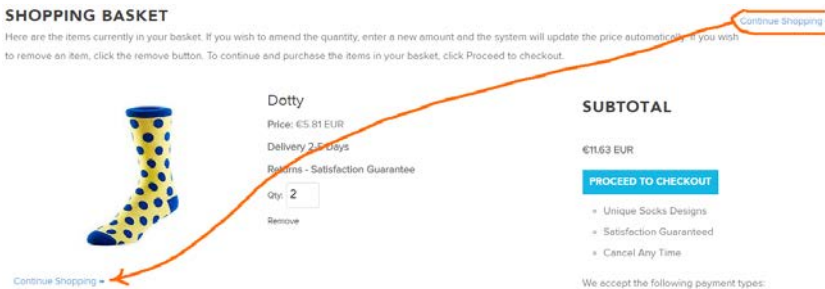


You may use this space to inform customers about free delivery for orders over \$35 AUD (€25 in my case).

SC030 Remove meaningless text:

Here are the items currently in your basket. If you wish to amend the quantity, enter a new amount and the system will update the price automatically. If you wish to remove an item, click the remove button. To continue and purchase the items in your basket, click Proceed to checkout.

SC040 Continue shopping link is positioned wrongly. It must be here:



SC050 Show the last and final price (including shipping) on the shopping cart page¹⁴.

SC060 {For A/B-testing} Removing any of these objects may improve conversion rate:

- Unique Socks Designs
- Satisfaction Guaranteed
- Cancel Any Time

We accept the following payment types:

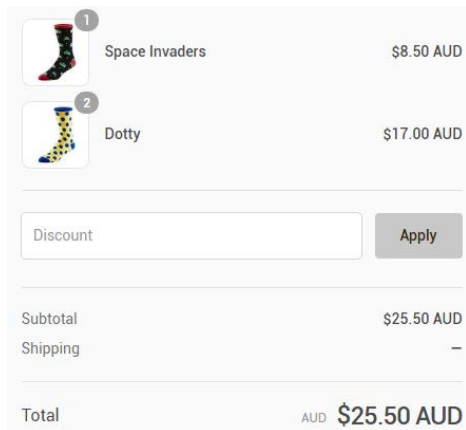




Note to GetSocked!

¹⁴ "Total cost estimate should be in the cart" ([Chawla, Smriti \(2014\) Q&A with Baymard's Christian Holst about checkout optimization](#)).

Checkout

CH005 Prices are shown in AUD:



 1	Space Invaders	\$8.50 AUD
 2	Dotty	\$17.00 AUD
<input type="text" value="Discount"/> <input type="button" value="Apply"/>		
Subtotal		\$25.50 AUD
Shipping		–
Total		AUD \$25.50 AUD

International customers will abandon this checkout.

CH010 In my opinion, the attempt to grab customer’s email as early as possible is one of the main causes of low conversion on Shopify websites:

Customer information

Place email field below **Shipping address** block and explain that you may need it for delivery purposes only and will never use it for marketing (i. e. spam)¹⁵.

CH020 Remove **Company** field. This field decreases conversion.

CH030 If you ask for email then remove **Phone** field¹⁶.

CH040 Remove **Coupon** field. This is well-known conversion killer.

Popups

PU010 I think popups might convert a couple of years ago when this epidemic has just broken out. Now, when popups are omnipresent their conversion rate must be very low.

Popups that ask for customer email when he does not want to provide them frustrate users and result in filling them with random data just to get rid of them. Annoying marketing is weak marketing¹⁷.

¹⁵ “Most people would want to know how you’ll use their email address. Why do you need it?” ([Holst, Christian \(2011\) Fundamental guidelines of e-Commerce checkout design](#)).

¹⁶ “Being asked for a phone number when the website already had an email address was especially irritating when subjects were trying to make a purchase. The logic goes, if the store already has one way to contact them, why does it need another?” ([Holst, Christian \(2011\) Fundamental guidelines of e-Commerce checkout design](#)).

¹⁷ “The absolute best way to destroy someone’s attention is the use of entry pop-ups”: p. 81 in Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons

UX and conversion review of GetSocked
Version 1 | 28.07.2016

Automated popups are the most hated feature on websites:

Design Element	Users Answering "Very Negatively" or "Negatively"
Pops-up in front of your window	95%
Loads slowly	94%
Tries to trick you into clicking on it	94%
Does not have a "Close" button	93%
Covers what you are trying to see	93%
Doesn't say what it is for	92%
Moves content around	92%
Occupies most of the page	90%
Blinks on and off	87%
Floats across the screen	79%
Automatically plays sound	79%

Yes, chances are that you will collect a large number of emails but this doesn't mean you'll sell more socks.

Sons; *"The industry tends to write about winning tests, not losers. So exit-intent popovers may reduce conversion rates more often than raising them, but we don't take that into account, since all of the articles we read are positive. One of our tests showed that exit-intent popovers were not a good idea on one catalog e-commerce site. The owner was reluctant to believe our data until we found additional corroboration"* ([Massey, Brian \(2015\) The biases in online marketing that drive crazy decisions](#)). *"All those social share buttons, dark patterns, full-screen takeovers and annoying push notifications might get you conversions in the short term, but they will almost always cost you in the long term"* ([Madhavan, Archana \(2016\) 4 lessons learned from 4 years of non-stop data analysis](#)); [Naji, Cassandra \(2016\) Pop-ups vs. usability, conversions and bounce rates](#).

DynamicGift.co.nz conversion optimisation audit

Version 1 | 20.06.2016

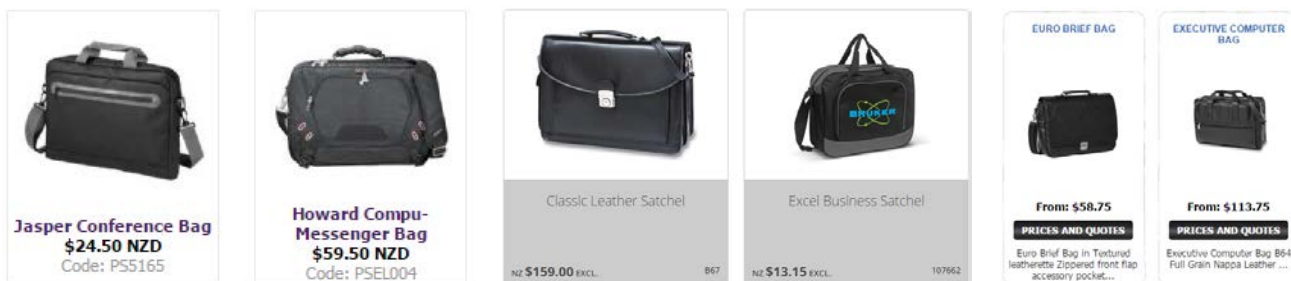
Pricing policy

PP010 Given the fact that according to LiveChat global statistics¹ only 1% of website visits result in a chat, 18% of your homepage visits resulting in a chat look extraordinarily high:



Combined with the stats showing that **Contact us** is the most visited (5.1%) link on the main menu (besides **Home** link, of course), this clearly indicates that website visitors are unable to find information they need on the website.

Most probably, the vast majority of inquiries are concerned about the prices of your services and if so, this means that you should replace inquiry-based model with direct ordering one. Although many NZ competitors still adhere to inquiry-based model ([5 Star Promotions](#), [Bright Sparks](#), [Brand4U](#), [Core Products](#)), others ([Promotional Shop](#), [iPromote](#), [PromotionalWorld](#), [Monty's Promotions](#), [Amar Marketing](#)², [FatCat Promotions](#)³, [Crippz Promotions](#)⁴) begin to understand that it has no future. They show prices or price ranges on (sub)category pages and provide price tables and sometimes price calculators on product pages:



¹ LiveChat (2015) *Customer Service Report 2015* ([PDF](#)).

² They have large “priced products” section and also a strange catalog without prices and without a possibility to order items or even to inquire about them.

³ They show very rough prices, but it's better than nothing.

⁴ These slowpokes require registration to view prices.

QTY	Price per Unit
25-49	\$31.25 NZD
50-99	\$28.25 NZD
100+	\$24.50 NZD
Setup: Add \$75.00 NZD	
Price Includes One Colour Print / One Position	

VOLUME PRICES

1 - 49	NZD 13.15 excl
50 - 99	NZD 11.65 excl
100	NZD 12.49 excl

NZ \$19.90 plus Branding (T.B.A.) excl GST

Branding

Qty

ADD TO QUOTE

PP020 This is first Google SERP for “promo products”⁵:

Promotional Products by Vistaprint
promo.vistaprint.com/
 Create custom promotional products online with Vistaprint: custom T-shirts, bags and more. Make your brand stand out with personalized items.

Hit Promotional Products
www.hitpromo.net/
 Hit Promotional Products is your one stop shop for promotional products. With over 1400 total items, Hit is ranked among the top 50 suppliers in the nation.
 All Products | Login | Drinkware | Bags, Duffels & Accessories

Promotional Products, Promotional Items, Business Promotional ...
www.staplespromotionalproducts.com/
 Online store for business promotional products and corporate promotional products. We offer custom and personalized promotional products; we have ...

Empire Promotional Products | Imprinted Promotional Gifts & Items
www.empirepromos.com/
 Empire Promotional Products. Best selection of promotional items and corporate gifts. Let us earn your business with our 1st class service and low prices.

Quality Logo Products: Promotional Products and Promotional Items
<https://www.qualitylogo.com/>
 Great selection of business promotional items and branded products. Fast service and low prices on custom logo products and popular promotional products.

PromotionalProductsCanada.com - Promotional Products Canada
www.promotionalproducts.com/
 Promotional Products Canada is a Canadian promotional products company that specializes in business promotional apparel, promotional products, custom ...

Images for promo products Report images

A product for every promotion...

More images for promo products

Home - Promotional Products Co. Inc. - Promotional Items - Marketing ...
www.promotionalproductsco.com/
 Since 1948, Promotional Products Co. Inc. has offered thousands of imprinted promotional products, corporate gifts and marketing business accessories to ...

Promotional Products by Vistaprint: Custom T-shirts & More
promo.vistaprint.co.uk/
 Order promotional products online with Vistaprint: custom T-shirts, bags, stationery and more. Make your idea stand out with personalised items.

4imprint Promotional Products, Promotional Items, Advertising ...
<https://www.4imprint.com/>
 Promotional Products. Ordering promotional items is easy with free art, free samples, and personal service from 4imprint. Exclusive 360 Degree Guarantee!

Naturally, *all* these suppliers show price ranges, provide price tables or price calculators and often offer design configurators:

⁵ Results of global search as searched from my current location in Tallinn via google.ee.

Kansas 15.4" Laptop Bag

See pricing details



Personalisation Technology: ColorStrong™ Full Colour Transfer
Location: Front Pocket 210mm x 130mm

Product Colour: ■

[Add Text](#) | [Add Image](#) | [Add Names](#)

APPA_Logo_1_0.jpg

Something not right? Our design team can fix it. [Learn more](#)

Pricing Details

Get a custom price quote

Enter a Quantity

- 14 +

My Price Quote

Price Each £13.17

Setup Charge FREE

Total £184.38
(VAT Exc.)

Example quantities are shown below. Please enter a quantity above to get a personalised price quote (All prices exclude VAT)

	Minimum				Lowest Price
QUANTITY	1	6	32	178	1000+
PRICE EACH	£14.84	£13.95	£10.06	£6.13	£5.50
TOTAL	£14.84	£83.71	£321.90	£1091.27	£5498.65

Wise suppliers also understand that customers often order promo kits and provide support for them:

My Basket 3 items

Kansas 15.4" Laptop Bag
Colours: Black Solid
Sizes: One Size
Changes requested: [Add a note](#)

Quantity: 14 [Change](#) Price: £184.38

[Edit design](#) | [Delete](#) | [Save for later](#)

Fruit of the Loom™ Men's Baseball Long Sleeve T-shirt
Colours: White/Black
Sizes: XL (6) 2XL (8)
Changes requested: [Add a note](#)

Quantity: 14 [Change](#) Price: £151.45

[Edit design](#) | [Delete](#) | [Save for later](#)

Rotate Basic USB 1GB
Colours: Bright Red
Sizes: One Size
Changes requested: [Add a note](#)

Quantity: 54 [Change](#) Price: £220.57

[Edit design](#) | [Delete](#) | [Save for later](#)

Summary

Subtotal Exc £556.40

VAT (Estimated) £111.28

Order Total (Estimated) £667.68

[Sign In to Check Out](#)

[Apply Promo Code](#) ▾

ITEMS SUBTOTAL: £556.40 (VAT Exc.)

Matches made instantly, just for you.

Rotate Metallic USB 4GB
From £2.93 To £6.05
Minimum quantity 25

Rotate Basic USB 4GB
From £2.85 To £5.96
Minimum quantity 25

Bullet™ Strap key chain
From £1.74 To £2.78
Minimum quantity 100

Rotate Basic USB 8GB
From £3.05 To £6.21
Minimum quantity 25

Homepage

HP010 Avoid SEO-inspired meaningless scribbles, nobody reads them besides search bots:



HP020 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful⁶.

With one exception, people don't click banners on your website:

⁶ "Rotating banners are absolutely evil and should be removed immediately", p. 213 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. See also: [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).



Banner # 1: 0.5%



Banner # 2: 0.4%



Banner # 3: 2.2%



Banner # 4: 0.1%

It can be supposed that higher number of clicks on banner # 3 is because of its **New pricing** badge: it points to a place where visitors hope to see *prices*.

There are two options in regard to carousel: remove the carousel completely (recommended) or replace it with a static banner for **Buy online now** page.

HP030 It is completely perfect to show links to categories on a homepage but images depicting categories need improvement: they should be combined of multiple product images representing a *range* of products⁷:

Good:



Acceptable:



Unacceptable:

⁷ "The primary use of your homepage should be for category-level navigation", p. 212 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. Also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59: <https://youtu.be/yaMU09wuxgY?t=419>.



Single item



Items from the same subcategory



HP040 Provide direct links to *subcategories*:



Shirts
› Mens
› Ladies
› Unisex
› Polo Shirts
[See More »](#)



Jackets
› Mens
› Ladies
› Polar Fleece Jackets
› Heavyweight Jackets
[See More »](#)



Caps & Hats
› Baseball Caps
› Visor
› Mesh Back / Trucker Caps



Bags & Totes
› Tote Bags
› Plastic Bags
› Backpacks & Slingbags
› Duffels
[See More »](#)



Promotional Pens
Branded Pens
Printed Pens



Desk & Office Products
Promotional Clocks
Promotional Coffee Mugs
Printed Rulers



Corporate Gifts
Promotional Glassware
Branded Drinkware
Torches and Tools



Fun & Leisure Products
Embroidered Beach Towel
Promotional Water Bottles
Branded Stubby Cooler

Category page

CA010 Avoid any objects on the right pane that look like ads⁸:



This animated banner teaches visitors to ignore the right column on the whole website.

Product page

PR010 Right pane is a wrong place for the inquiry form because of “right-rail blindness”. Place it in the central area of a page.

PR020 Reduce the number of fields in the inquiry form:

⁸ [Loranger H. \(2013\) Fight against “right-rail blindness”.](#)

GET A QUOTE

PERSONALISED QUOTE, FAST & FREE

Your Name:

Your Email:* Required

Telephone:

Product Type:

Quantity Required:

Detailed notes/requirements

Security question Please type the answer below
4+2 =

SEND ENQUIRY

This will increase probability of users filling-in the form⁹.

PR025 Avoid captcha¹⁰.

PR030 Explicitly mark **Your name**, **Telephone** and **Product type** as optional¹¹.

PR040 Don't make users to fill-in the inquiry form from scratch on every product page. Remember information they already entered.

PR050 Prefill **Product type** field with product name:

Spectrum Conference Satchel

- ✓ **Price BEAT Guarantee**
On written like for like quotes.
- ✓ **Fast Delivery + rush**
Rush service in as little as 5 days.
Made, printed & delivered to you.
- ✓ **Free Artwork Design**
With unlimited revisions so you get the perfect print. First time.

600D conference satchel with a multi-function internal organiser and a business card holder on the back. Has both carry handles and an adjustable shoulder strap. The front can be customised in almost any colour with the added attraction of stunning full colour printing.

GET A QUOTE

PERSONALISED QUOTE, FAST & FREE

Your Name:

Your Email:* Required

Telephone:

Product Type:

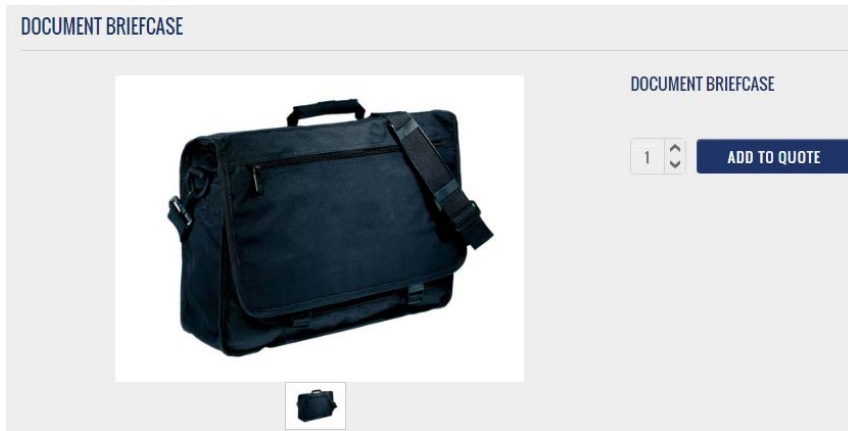
Quantity Required:

⁹ [Formstack \(2015\) The Form Conversion Report 2015.](#)

¹⁰ [Holst C. \(2009\) CAPTCHA can kill your conversion rate, Allen T. \(2013\) Having a CAPTCHA is killing your conversion rate.](#)

¹¹ [Holst C. \(2014\) E-Commerce checkouts need to mark both required and optional fields explicitly \(Only 9% do so\).](#)

PR060 Consider using “add to quote” approach instead of asking a customer to fill-in a form on every product page. Implemented by *5 Star Promotions*:



PR070 Provide much more space for **Detailed notes/requirements** field.

PR080 Allow attaching files (e. g. logo, items requirement list etc.) to inquiry form.

Contact us

CN010 Show clickable (underlined) email address. Many people hate webforms¹². Everyone uses email.

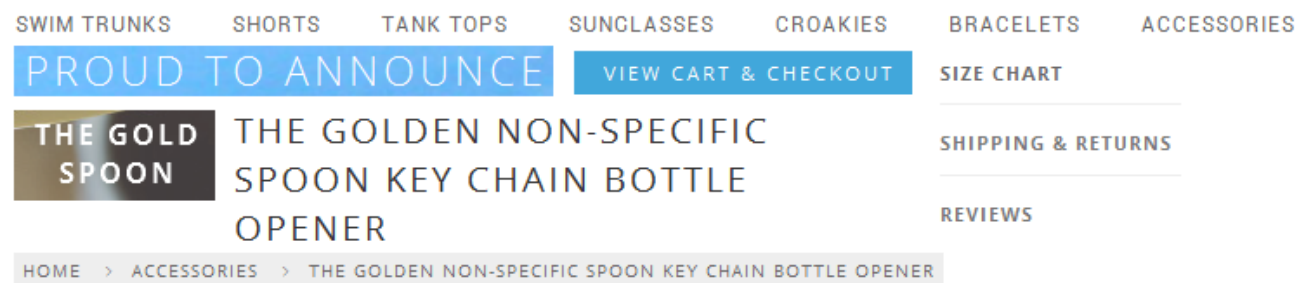
¹² [Rand C. \(2013\) Giving people the option.](#)

CRO review of WearKennedy.com

Version 1 | 05.08.2016

General design considerations

GE010 Avoid **ALL CAPS** texts throughout the whole website, Use **Sentence case** instead¹. Also improve legibility of texts: use higher contrast² and larger font size³; replace light typefaces with normal ones⁴.



GE020 Don't use *ghost* buttons for primary CTAs⁵:



{For A/B testing} Also try replacing flat buttons with embossed 3D-looking ones because there are serious reasons to expect that users click them more readily than they click flat or ghost buttons⁶:

¹ It is known since 1914 that texts printed with **ALL CAPS** are less legible and less comprehensible than **Sentence case** texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co [PDF]; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Then, using **ALL CAPS** is bad netiquette because it is considered "shouting" on the internet ([Netiquette Wiki \(2014\) Rule number 2 – Do not use all caps](#); [Robb, Alice \(2014\) How capital letters became internet code for yelling and why we should lay off the all-caps key](#)). It is not polite to shout at your customers.

² "Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible" ([Sherwin, Katie \(2015\) Low-contrast text is not the answer](#)); "Low contrast for fonts is always a bad idea" ([Putnam, Joe \(2014\) 7 deadly web design sins you might be making](#)); Scharff, L. V.; Ahumada, A. J. (2005) Why is light text harder to read than dark text?, *Journal of Vision*, 5 (8), 812 [[Abstract](#)].

³ [Alvarez, Hannah \(2014\) Choosing the right font: A guide to typography and UX](#).

⁴ "The typeface must not be too thin" (Itkonen, Markus (2006) *Typography and Readability*, Helsinki: The Finnish Centre for Easy to Read [PDF]).

⁵ "Every eye tracking study we've done they [ghost buttons] lose out to a more solid button" (Sena Jeffers' comment to [Ratcliff, Christopher \(2015\) 12 supernatural examples of ghost buttons in ecommerce](#)); "A ghost button (text with a thin border and no background color) is an example of a **weak signifier** – a subtler version of a traditional clickability signifier" ([Meyer, Kate \(2015\) Long-term exposure to flat design: How the trend slowly decreases user efficiency](#)).

⁶ See section 3 "Make buttons look like buttons" in [Wiebe, Joanna \(2013\) 6 proven ways to boost the conversion rates of your call-to-action buttons](#); "This is fundamental, but the button has to look clickable. If the visitor isn't sure that this is the place to click – they won't. The use of 3D effects, shadowing, subtle gradients and borders will not only draw the eye, but encourage the response you want" (Ve Interactive (2015) *The Marketer's Guide to the Perfect CTA* [PDF]); [Volusion \(2013\) How to build a better add to cart button](#).

BUTTON A



BUTTON B



GE030 Breadcrumbs is an important navigation tool when a website hierarchy contains 3 levels or more⁷. On your website breadcrumbs don't look clickable because gray color is a usual indicator of "disabled" or "non-clickable" objects:

HOME > SWIM TRUNKS > THE COTTON CABANAS

This is how breadcrumbs should look like:

Home > Swim Trunks > The Cotton Cabanas

Masthead and main menu

MH010 Don't underline the promo code because it is not a link:

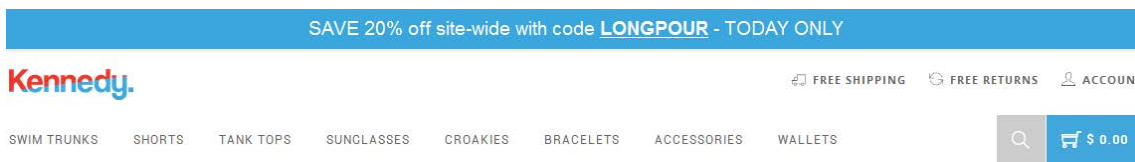
SAVE 20% off site-wide with code LONGPOUR - TODAY ONLY

Users will click it instead of selecting and copying it.

MH020 Add a tagline explaining the purpose of your website⁸. Examples:



MH030 Free shipping and returns is a definite competitive advantage⁹ but it is difficult to notice this incentive on your masthead:

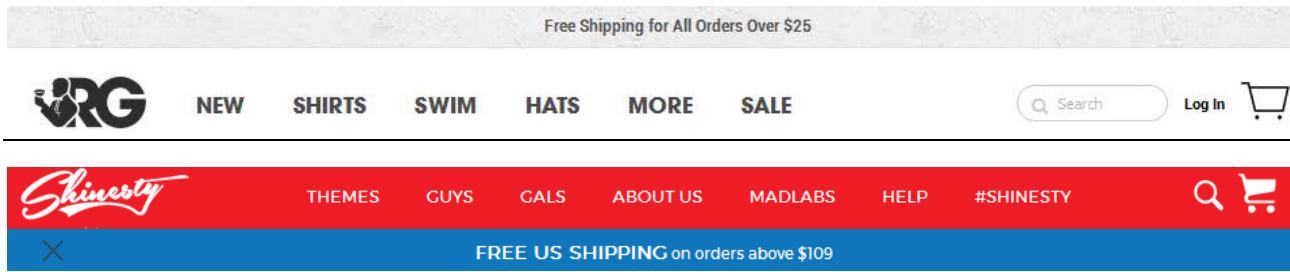


⁷ [Tseng, Anthony \(2016\) When you should use a breadcrumb navigation](#); "While breadcrumbs may seem like a pretty uninteresting site element, during our recent Homepage & Category Usability study they proved themselves to be vital navigation paths" ([Appleseed, Jamie \(2013\) E-commerce sites need 2 types of breadcrumbs \(68% get it wrong\)](#): I don't agree with the author's recommendation to use *history-based* breadcrumbs, however).

⁸ "If there's a possibility your visitors could look at your logo and not instantly understand what you do, you need a functional tagline" (p. 84 in: Loveday L., Niehaus S. (2008) *Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads*, Berkeley: New Riders); "A tagline serves as your logo's partner in action. It can clarify the services you provide, bolster your positioning or express some other key facet of your brand" (p. 120 in: Frederiksen L. W., Harr E., Montgomery S., Taylor A. E. (2013) *Inside the Buyer's Brain: How to Turn Buyers into Believers*, Reston: Hinge Research Institute); "If your landing page tagline under the logo doesn't tell me who you are, then as a user I'm lost" ([Kupferberg, Aaron \(2007\) The seven deadly sins of landing page usability](#)).

⁹ [Roggio, Armando \(2015\) The \(many\) benefits of offering free shipping](#); section "Charging for shipping is a conversion killer" in [Laja, Peep \(2012\) The ultimate guide to increasing ecommerce conversion rates](#).

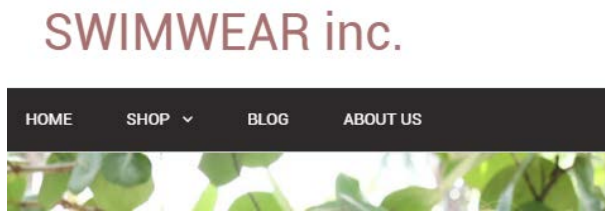
Competitors make it more prominent:



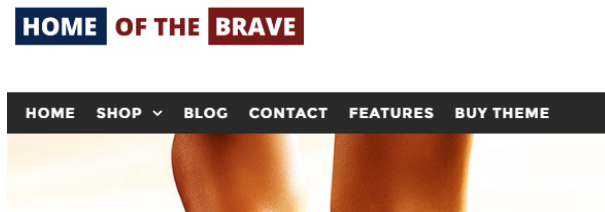
MH040 To make the main menu more noticeable use inverted color scheme (light text on dark background)¹⁰:



Startup / Cloth theme



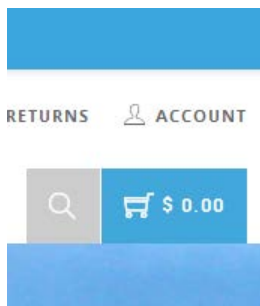
Testament / Revelation theme



Fashionopolism / Secret Sale theme

MH050 Also increase font size of main menu items.

MH060 Stitched together search button and shopping cart is an ill neighborhood for both:



¹⁰ Illustrated by examples of the existing Shopify themes.

There should be some distance between them.

MH070 Also consider changing shopping cart color because there are two other blue objects in close vicinity. To be clearly recognizable, shopping cart should have some distance from other objects and it should have high color contrast with surrounding elements:

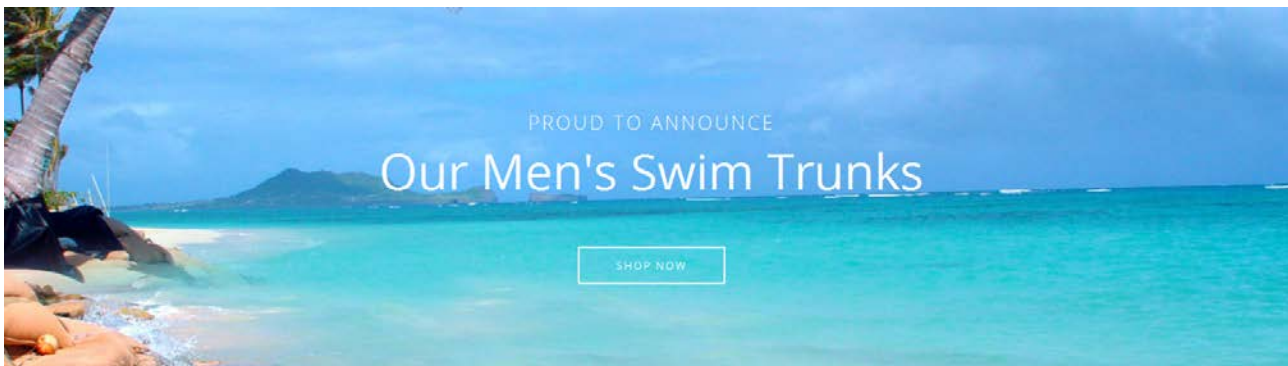


Symmetry / Duke theme

MH080 Consider removing search button because the number of users who actually need it is too small.

Homepage

HP010 Although huge hero images became omnipresent on modern websites, there is no trustworthy research showing that this design trend is advantageous to ecommerce websites. At the same time, many authors note that huge images are a meaningless waste of screen real estate, they slow down page loading, they may prevent users from further scrolling a page, they are probably subject to banner blindness, and they push down other webpage content thus making users less likely to notice other elements¹¹.



In your particular case, this may mean overemphasizing a single product category (swim trunks) to the disadvantage of seven other categories.

HP020 According to many authoritative opinions, the primary use of a retail homepage should be for category-level navigation¹² and products should never be placed on the homepage¹³. So, their recommendation is to remove individual

¹¹ "Ideally, your home page should show the visitor what is possible to do or buy on the site. If you're an e-commerce site, you don't accomplish that by devoting a large chunk of your prime real estate to a few offers or events at the expense of navigation or your categories. <...> So, instead of showcasing promotions or individual products on your home page, put your permanent categories that convey the breadth of your product offering above the fold" ([SiteTuners \(2015\) 2 reasons the home page exists, and why web sites fail](#)); p. 9 in: Gilis, Karl (2015) *10 Conversion Tips That Work on Any Website*, Ghent: AGConsult {PDF}; [Whitenton, Kathryn \(2014\) Image-focused design: Is bigger better?](#); [Iannotti, Mary \(2015\) Are the latest web design trends killing your conversions?](#); [Meyer, Kate \(2015\) The characteristics of minimalism in web design](#); [Ash, Tim \(2015\) An open letter to "minimalist" sites](#).

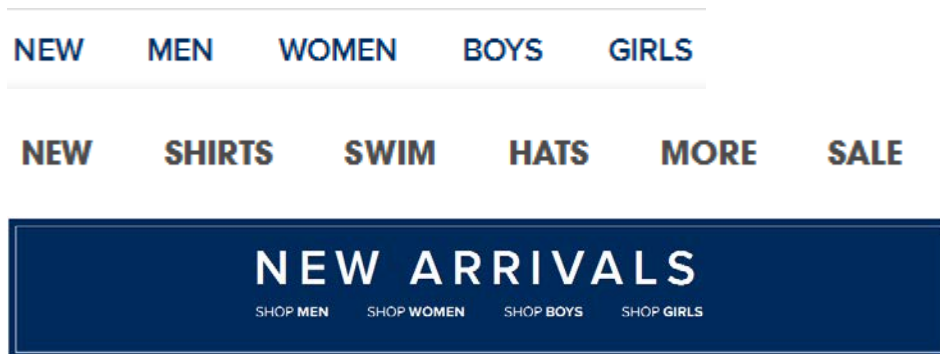
¹² P. 212 in: Ash, Tim; Page, Rich; Ginty, Maura (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons; also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a homepage – link starts from 6:59: <https://youtu.be/yaMU09wuxgY?t=419>.

¹³ [Randall, Greg \(2016\) Why ecommerce retailers should never place products on the homepage](#).

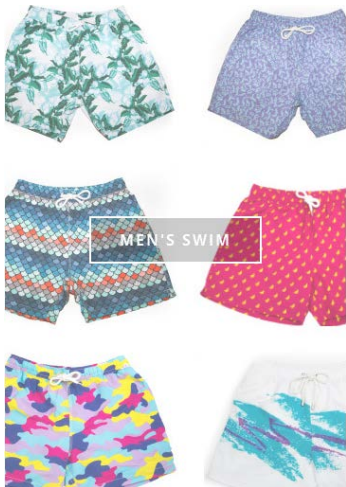
items from the homepage and instead show full list of product categories (all eight categories in your case, not only three of them). It's ok that important categories (e. g. swim trunks or shorts) claim significant portions of the homepage's screen real estate, but if you want to avoid having first-time visitors underestimate your product range, considerable space must be dedicated to other product types too¹⁴.

Also note that [Chubbies Shorts](#), [Shinesty](#) and [Vineyard Vines](#) show only categories and not individual products on their homepages.

HP030 You may show a tile for new items and/or add **New** item to the main menu to provide a link to a page with new arrivals:



HP040 Images representing categories should be constructed collages of *two or more* products from a category. This image is correct because it shows many individual products:



These images are wrong because they show a single item from a category:



¹⁴ [Appleseed, Jamie \(2014\) Homepage usability: Can users infer the breadth of your product catalog?.](#)

HP050 Don't use bleached-out images on category tiles. Instead, use a normal image before mouse hover and a darkened (or a color-intensified) image on mouse hover. Example ([Chubbies Shorts](#)):



Category page

CA010 Remove unnecessary image:



Instead, you may show a banner about free delivery and priority shipping for orders over \$150.

CA020 Increase font size for product names and make them look clickable, i. e. use blue color instead of gray¹⁵:

The Double Gulps

Example (*Amazon*):



More Colors Available

Polo Ralph Lauren Men's Classic Chino Shorts

CA030 {For A/B-testing} Consider adding **View details** button:

¹⁵ Pp. 16-18 in: Gilis, Karl (2015) *10 Conversion Tips That Work on Any Website*, Ghent: AGConsult ([PDF](#)).



The Rusty Griswolds

\$ 44.50



[View details >](#)

CA040 It seems about 75% of online stores selling shorts use photos from waist to the floor:



Vineyard Vines



ASOS



Adidas



GAP



River Island



Banana Republic



Walmart



Debenhams



Kohl's

Some webstores use photos from waist to below the knee:



Macy's



Nordstrom



American Eagle



JD Sports

From my unprofessional point of view, the latter variant is better. My recommendation is to consider adding this kind of photos to already existing close-ups.

Also note that *Chubbies Shorts* and *Shinesty* use a human model or a mannequin to take their photos to give prospective buyers a better understanding of the item's fit and length and their items also don't look so rumply as items on your website:



Chubbies Shorts



Shinesty



Kennedy

Product page

PR010 Instead of dropdowns, use “radiobuttons” for size selection¹⁶. Examples:

Choose a Size

S	XL	XXL
---	----	-----

Size:

XS	S	M	L	XL	XXL
----	---	---	---	----	-----

Size

Small	Medium	Large	Extra Lge	XX Large
-------	--------	-------	-----------	----------

PR020 Place a link to size chart near size selector. Examples:

View Size Chart

34	35	36	38	40	42
----	----	----	----	----	----

Choose size in stock

S	M	L	XL
---	---	---	----

Size Guide

Show size chart in a popup window.

PR030 Consider using golden stars instead of dark gray.

PR040 Don't hide free delivery and priority shipping for orders over \$150 under a link:

SHIPPING & RETURNS

FREE SHIPPING AND RETURNS IN THE USA

Every domestic Kennedy order qualifies for free USPS First Class shipping. Domestic orders over \$150 qualify for free Priority Shipping! If you are not 100% satisfied with your purchase for any reason please send it back to us, free of charge. Please make sure that your item(s) is in its original unworn and unwashed condition.

¹⁶ [Padgett, Lance \(2014\) Should I use a dropdown list or a radio button?](#); [Tseng, Anthony \(2016\) Why users abandon forms with select menus](#); [Bolton, Hazel \(2015\) Why are drop-downs and select boxes bad for forms?](#).

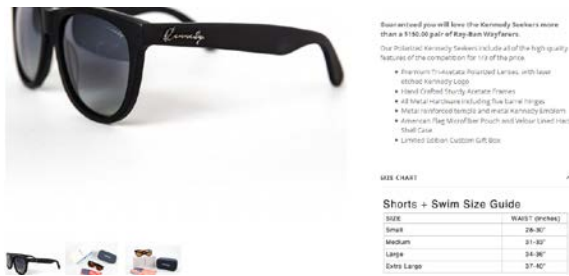
PR050 Delete:

To initiate a return or exchange:

PR060 Provide individual descriptions to all products:



PR070 Don't show size chart for inappropriate products:



Shopping cart

SC010 Remind about free delivery on all orders.

SC020 Allow selecting priority shipping and show its cost. Show the last and final price of the order (including shipping) on the shopping cart page¹⁷.

SC030 Start CTA with a verb¹⁸, e. g. Proceed to secure checkout:



SC035 Remove cart icon.

SC040 {For A/B-testing} Add an arrow. Examples:



¹⁷ "Total cost estimate should be in the cart" ([Chawla, Smriti \(2014\) Q&A with Baymard's Christian Holst about checkout optimization](#)).

¹⁸ "Verbs are integral to writing successful CTA copy because they encourage users to take action" ([Reece, James \(2013\) Ten tips for successful Calls to Action](#)); [Marrs, Megan \(2016\) 17 best practices for crazy-effective call-to-action buttons](#).

SC050 Add **Continue shopping** button.

Checkout

CH010 In my opinion, the attempt to grab customer's email as early as possible is one of the main causes of low conversions on *Shopify* websites:

Customer information

Place email field below **Shipping address** block and explain that you may need it for delivery purposes only and will never use it for marketing (i. e. spam)¹⁹.

CH020 Remove **Discount** field. This is a well-known conversion killer.

Popups

PU010 I think popups might convert a couple of years ago when this epidemic has just broken out. Now, when popups are omnipresent their conversion rate must be very low. Popups that ask for customer email when he does not want to provide them frustrate users and result in filling them with random data just to get rid of them. Annoying marketing is weak marketing²⁰.

Automated popups are the most hated feature on websites²¹:

Design Element	Users Answering "Very Negatively" or "Negatively"
Pops-up in front of your window	95%
Loads slowly	94%
Tries to trick you into clicking on it	94%
Does not have a "Close" button	93%
Covers what you are trying to see	93%
Doesn't say what it is for	92%
Moves content around	92%
Occupies most of the page	90%
Blinks on and off	87%
Floats across the screen	79%
Automatically plays sound	79%

Yes, chances are that you will collect a large number of emails but this doesn't mean you'll sell more swim trunks.

¹⁹ "Most people would want to know how you'll use their email address. Why do you need it?" ([Holst, Christian \(2011\) Fundamental guidelines of e-Commerce checkout design](#)).

²⁰ "The industry tends to write about winning tests, not losers. So exit-intent popovers may reduce conversion rates more often than raising them, but we don't take that into account, since all of the articles we read are positive. One of our tests showed that exit-intent popovers were not a good idea on one catalog e-commerce site. The owner was reluctant to believe our data until we found additional corroboration" ([Massey, Brian \(2015\) The biases in online marketing that drive crazy decisions](#)). "All those social share buttons, dark patterns, full-screen takeovers and annoying push notifications might get you conversions in the short term, but they will almost always cost you in the long term" ([Madhavan, Archana \(2016\) 4 lessons learned from 4 years of non-stop data analysis](#)); [Naji, Cassandra \(2016\) Pop-ups vs. usability, conversions and bounce rates](#).

²¹ [Nielsen, Jakob \(2004\) The most hated advertising techniques](#).

Tubby.co.nz usability evaluation

Version 2 | 04.12.2013

General considerations

GE010 The path from homepage to product page is *too* long.

1 **Toys & Games**

2 **Toys & Games**
Toys & Games /

Action & Toy Figures	Arts & Crafts
Baby & Toddler Toys	Bikes, Skates & Ride-Ons
Building & Construction Toys	Collectible Trading Cards & Accessories
Dolls & Accessories	Dressing Up & Costumes
Electronics for Kids	Games
Hobbies	Kids' Furniture & Room Décor
Learning & Education	Musical Instruments
Novelty & Gag Toys	Party Supplies
Play Vehicles	Preschool
Pretend Play	Puppets & Puppet Theaters
Puzzles	Sports & Outdoor Play
Stuffed Animals & Toys	

3 **Dressing Up & Costumes**
Toys & Games / Dressing Up & Costumes /

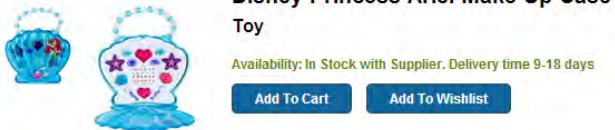
Accessories	Beauty & Fashion
Costumes	Hair & Nails
Hats	Masks
Pretend Play	Wigs

4 **Beauty & Fashion**
Toys & Games / Dressing Up & Costumes / Beauty & Fashion /

Bracelets	Jewelry Music Boxes
Makeup	Necklaces
Purses	Rings
Vanity Cases	

5 **Makeup**
Toys & Games / Dressing Up & Costumes / Beauty & Fashion / Makeup /

6 **Disney Princess Ariel Make Up Case Toy**



Availability: In Stock with Supplier. Delivery time 9-18 days

Add To Cart Add To Wishlist

Recommendation:

- use megamenu: they work well:

Highlights	Wrap up Warm	Clothing	Accessories	Our Popular Brands
Price Match	Cold Weather Wardrobe	New In	New In	John Lewis
Gifts For Him	Parkas	Jackets & Coats	Shoes & Boots	JOHN LEWIS & Co.
Novelty Gift Ideas	Quilted Jackets	Blazers	Bags	Kin by John Lewis
Black Tie	Cashmere	Knitwear	Cufflinks & Formal Accessories	Barbour
Office Party	Hats	Tops & Hoodies	Wallets & Keyrings	Gant
Fair Isle	Scarves	Shirts	Belts	Levi's
New Brands	Gloves	Polo Shirts	Ties & Bow Ties	Montblanc
Polo Ralph Lauren Style Guide	Chunky Boots	T-Shirts	Sports Clothing	Ralph Lauren
Bestsellers	Slippers	Shorts	Watches	Ted Baker
Premium Brands	Robes	Swimwear	Grooming	View all Brands
			All Accessories	

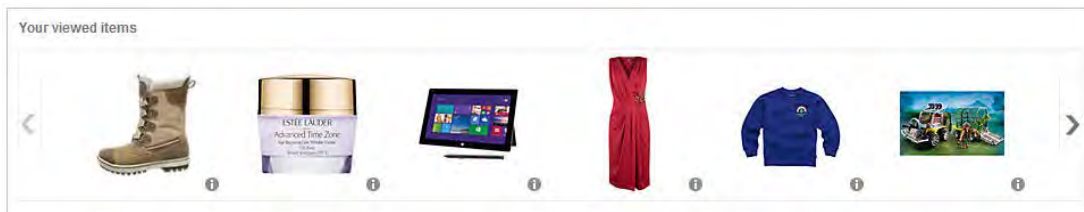
MEN

SHOP BY PRODUCT	MOST POPULAR	MARKETPLACE
New In: Clothing	ASOS	What is Marketplace?
New In: Accessories	American Apparel	Marketplace Home
New In: Shoes	Bellfield	Vintage Sellers
New In: Back In Stock	Cheap Monday	Independent Labels
Up to 30% off Warm Gear	Esprit	All Men's Sellers
Gifts	Farah Vintage	Today's New Listings
OUTLET - Up to 70% Off	G-Star	Name Your Price!
Accessories	Jack & Jones	Up to 40% Off Partywear
Bags	New Balance	CLEARANCE - up to 70% Off
Caps & Hats	New Look	
Hoodies & Sweatshirts	Nike	
Jackets & Coats	Ray-Ban	
Jeans	Religion	
Jewellery	Selected Homme	
Jumpers & Cardigans	River Island	
Leather Jackets	A To Z Of Brands	
Long Sleeve T-Shirts	Premium Brands	
Loungewear		

GE020 Make a link to the shopping cart a prominent object on your pages; use cart icon:



GE030 Show last viewed items at the bottom of the pages.






GE040 Do not show pages under construction. Viewing this is a good cause for leaving your website:

Kids & Baby

Costumes & Accessories / Shoes / Kids & Baby /

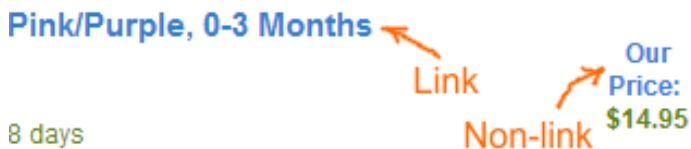
Pages: [1](#)

	B by B Availability: In Stock with Supplier. Delivery time 9-18 days	Our Price: \$2.25
	B by B Availability: In Stock with Supplier. Delivery time 9-18 days	Our Price: \$2.25
	h by h Availability: In Stock with Supplier. Delivery time 9-18 days	Our Price: \$2.25
	Availability: In Stock with Supplier. Delivery time 9-18 days	N/A

GE050 Avoid this meaningless claim:



GE060 Do not use the same color for links and non-links:



GE070 Underline links on hover.

Homepage

HP005 The contents of the homepage is dynamically formed by recently purchased items from very different categories. As a result a visitor may wonder what is the retail specialization of this webstore. Possible improvements may be:

(a) show your specialization in the masthead:



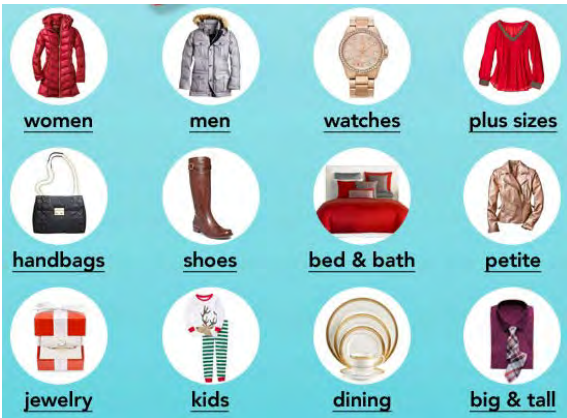
The latest, most unique gifts for everyone!



(b) make the main menu more prominent;

(c) show the categories just below the main menu (**HP010**).

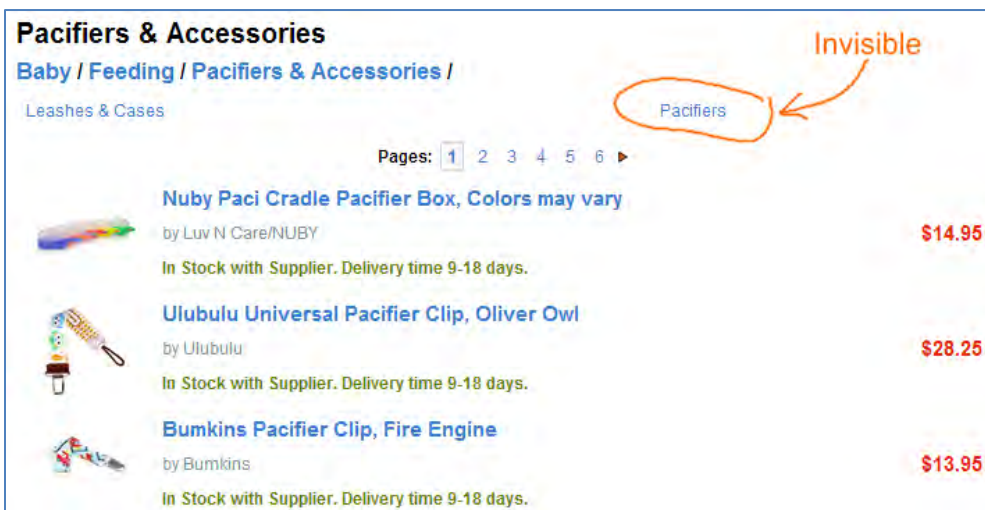
HP010 Consider placing categories on the homepage.



HP020 Consider adding **Daily deals**, **Bestsellers (Hot sellers)** and **New arrivals** as separate sections on the homepage.

Category pages

CA010 Second column is invisible on this page:



Recommendation:

- reduce distance between columns or avoid second column if the number of subcategories is small.

Product pages

PP005 **Add to cart** and **Delivery time** are placed too far from the price:

Shwings Sparkle Shoe Wings, Fuchsia **\$26.75**

Toy

Availability: In Stock with Supplier. Delivery time 9-18 days

[Add To Cart](#) [Add To Wishlist](#)

Place them together:

Recommendations:

- show price first, then **Expected delivery** with *concrete dates* (e. g. **Dec 11 – Dec 16**), then **Add to cart** button, and finally, **Add to shortlist** button;
- remove **Availability: In Stock with Supplier**, show only expected delivery dates.

PP010 Add to cart and Add to wishlist should be of different size and color (naturally, Add to cart should be larger).



See how others do:

PP020 Add to wishlist (Save for later, Add to shortlist) is a great feature that really improves conversion, but do not require authorization before adding an item to wishlist.

PP030 Place the breadcrumbs above the product description:

Baby Beauty Costumes & Accessories Pet Supplies Sports & Outdoors Toys & Games One Day Deals

Thane Total Flex Home Gym

Sports **\$495.00**

Availability: In Stock with Supplier. Delivery time 9-18 days

[Add To Cart](#) [Add To Wishlist](#)

A compact Home Gym that Pound for Pound delivers the best workout on the market today. Not only do muscles look great, they are the key to losing weight and the Total Flex sculpts every part of your body. with lightning fast changeovers that keep your heart rate elevated- you'll do a cardio workout at the same time, even while you watch TV. Whatever your fitness level: from beginner to advanced, the Total Flex puts you in a safe, comfortable position. Increasing the intensity is as simple as engaging a different band, or hook on all three bands to take it to the max. The Total Flex comes virtually fully assembled. Just pop on the right resistance pod and it's ready to use right out of the box. Included with each unit is Kim Lyons' training DVD preloaded with six full length workouts. 1-Fast Start shows you how fun and easy getting in shape can be. 2-Rapid Weight Loss is an intense cardio combo workout. 3-Flex Strength is designed to get you big and ripped. 4-Total Flex Core focuses on firm, flat abs and a strong midsection. 5-Extreme is your ticket to over the top results. 6-Hips, Buns and Thighs gets you lifted, tightened and toned. Featured in Maximum Fitness and Muscle magazine, the Total Flex is gym-quality, made of forged steel with comfort-padded seats. It comes with custom grip handles, padded ankle cuffs and a solid steel footplate. Best of all, Total Flex folds up smaller than a suitcase. Keep it in the closet or under your bed-for a convenient work out anytime. The optional Headrest and Leg Extension can be added to increase the machine's versatility and comfort.

(stock image)

Details

Binding: Sports	Label: Thane	Product Group: Sports	Size: Large
Brand: Thane	Model: TR-330-001	Publisher: Thane	
Catalog Number List: TR-330-001	MPN: TR-330-001	Release Date: 2012-07-05	
EAN: 0096064013261	Package Quantity: 1 month	UPC: 096064013261	
	Part Number: TR-330-001	Color: Black	

Feature

The Total Flex comes virtually fully assembled
 Featured in Maximum Fitness and Muscle magazine
 Best of all, Total Flex folds up smaller than a suitcase
 Whatever your fitness level: from beginner to advanced, the Total Flex puts you in a safe, comfortable position
 Total Flex sculpts every part of your body

Categories

[Sports & Outdoors / Exercise & Fitness / Strength Training Equipment / Home Gyms /](#)

Shopping cart

SC010 Redesign this:

Shopping Cart

A product has been added to your Shopping Cart



Alice in Wonderland Tweedledee twill Hat

Move button here ←

Delete this button ↓

~~Edit your Cart~~

Proceed to Checkout

Keep on shopping

Recommendations:

- delete **Edit Your Cart** button: cart editing should be made in-place on this page;
- move **Keep on shopping** button to the left, change its color: **Proceed to checkout** and **Keep on shopping** cannot be of the same color.

Checkout

CO010 The main issue on your website is of course compulsory registration.

Your Account on Tubby.co.nz

Login to your Tubby.co.nz account with your email and password

Your E-mail:

Your Password:

Remember me on this PC
Don't check this if other persons have access to this PC

LOGIN

f Connect with Facebook

Problems with your account?

Forgotten your password? [Get password help.](#)

Need to ask us something? [Click here](#)

Don't have an account?

No problem at all! Registration is easy, is free, is Ziwi!

First Name: * Last name: *

E-mail Address: *

Your email address is our little secret. We will never give it to anyone.


Choose a Password: *

REGISTER

f Connect with Facebook


Registration is a serious barrier to purchase. Offering a guest checkout can increase conversion by tens of percents. Already in 2007 the consensus among usability experts was that registration should be optional. Now it can be said that the bad old days of required registration are largely (although not completely) behind us. Your website is still a disappointing exception.

Your competitors already offer guest checkout:



Need Help?
(09) 475 9305

Or call free nationwide: **0800 99 4263**

Secured by  **thawte**

click to verify 2013-11-27

Returning customer

Email address:

Password:

Continue

[Forgotten your password?](#)

New customer

I'm a new customer
Hassle free, no registration necessary.

When you've finished you'll have the option to create a password which will allow you to save your details and make your future purchases even faster.

The Nile

[Join](#) | [Sign in](#) | [Track Order](#) | [Help](#) | [Contact Us](#)

[View my cart](#) | **1** items | Total \$89.49 | **CHECKOUT**

Browse Departments

GO

FREE SHIPPING

Express Checkout

Creating an account is optional in our express checkout.

Having an account allows you to:

- Earn Nile Miles
- Add items to your wish list
- Checkout faster

Checkout Now

Account Holders

Email address:

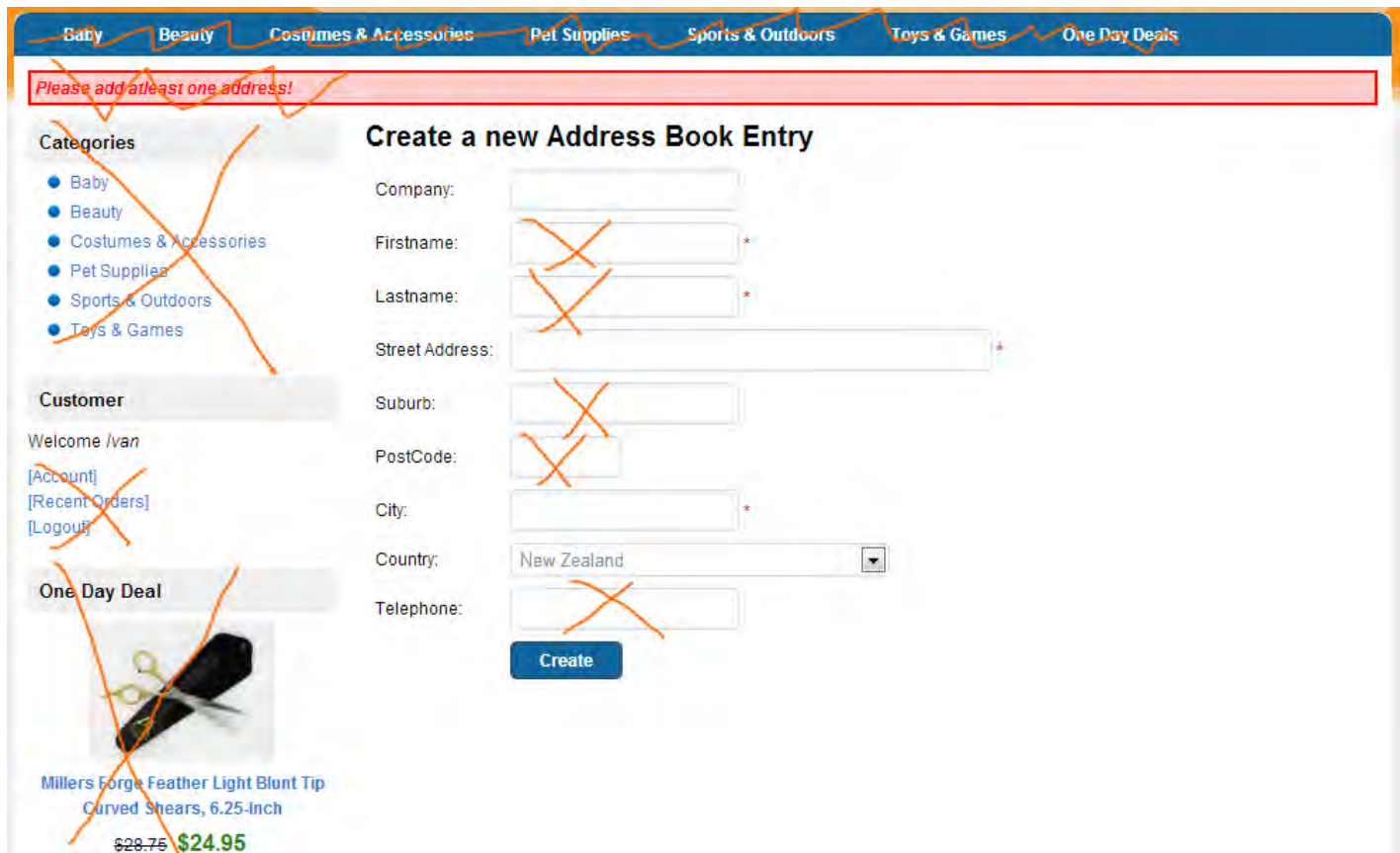
Password:

Sign in

[Forgot your password?](#)

The order of authorization options should be:

- (1) guest checkout;
- (2) existing customer login;
- (3) social login.



CO015 Use “isolated checkout”¹.

CO020 Do not show “error message” (all red messages are perceived as error messages) before a user can make any errors.

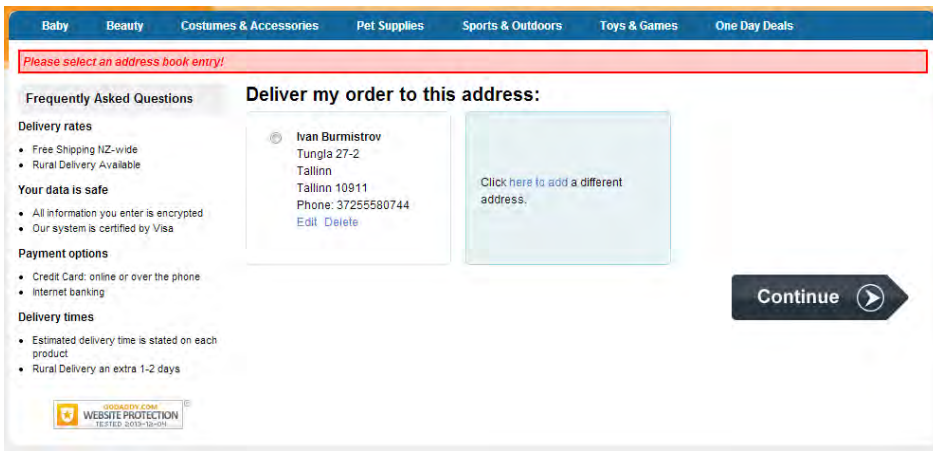
CO030 Never ask for the same information twice (**Firstname**, **Lastname**). Or prefill the fields with already entered info.

CO040 If a field is optional, think about removing it (**Suburb**, **Postcode**, **Telephone**).

CO050 Do not up-sell/cross-sell during the checkout.

CO060 Do not ask a user to select from a single available choice:

¹ “Checkout should be a one-way street heading towards order confirmation. Any links from the checkout to anywhere else on the site are simply temptations to abandon checkout. So, a testable hypothesis for split-testing is that an isolated checkout, with all the links to other parts of the site removed will have a higher rate of checkout completion than a checkout where such outbound links remain”, p. 58 in: Baxter M. (2010) *Checkout Optimization: 70 Ways to Increase Conversion Rates*, London: Econsultancy, <http://econsultancy.com/reports/checkout-optimization-guide>



CO070 Why do you ask about rural delivery here?

Rural Delivery

I live in a rural Delivery area - **Free**

CO080 Ask about gift wrapping on the shopping cart page, not during the checkout:

Gift Wrapping

I want to giftwrap my order only for **\$3.95**. (More options will be displayed on next page).

CO090 What kind of comments do you expect here?

Comments:

CO100 Ask about coupon/voucher on the shopping cart page, not during the checkout:

Enter your coupon/voucher here:

CO110 Show pictograms of credit card types you accept. Do not ask about credit card type because it can be calculated from its number:

Type:

CO120 Follow the order of fields replicating the order on the credit card (**Number, Expiry, Holder, CVC**):

Number: *

Holder: *

Expiry: /

CVC:



About us

AB010 Add photos to the **Meet Team Tubby** page. This will increase customers' credibility to your website.

Meet Team Tubby

Anthony

Anthony is the brains behind Tubby. He does everything from updating the website, customer service, to sending out orders. He has a Bachelor of Commerce, specialising in Marketing and Information Systems, as well 6 years experience running his own websites. When he's not on his computer he loves soccer, cricket, golf and pretty much anything to do with sports.

Mark

Mark is not only the eye candy at Tubby but is in charge of keeping all of us on our toes. While he spends most of his time looking after the helpdesk and working with our overseas suppliers, he still finds the time to live a busy social life, run a household of females, keep fit, and run marathons.

Janice

Janice is our packaging and dispatching queen that processes our orders and also assists with customer service. Janice has heaps of experience working at big courier companies. She loves walking on the beach, reading, gardening and her family and pets.

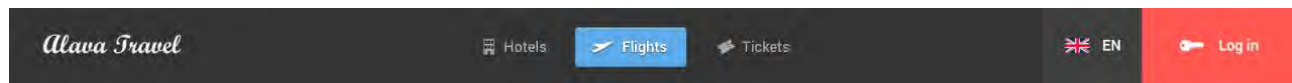
Steph

Steph helps out part time with social media, campaigning, newsletters and general administration stuff. She has a Bachelor of Applied Science, and about 4 years experience in website administration and customer service. She enjoys gardening, bush walks, bird watching, nature, animals and photography.

Alava Travel design recommendations

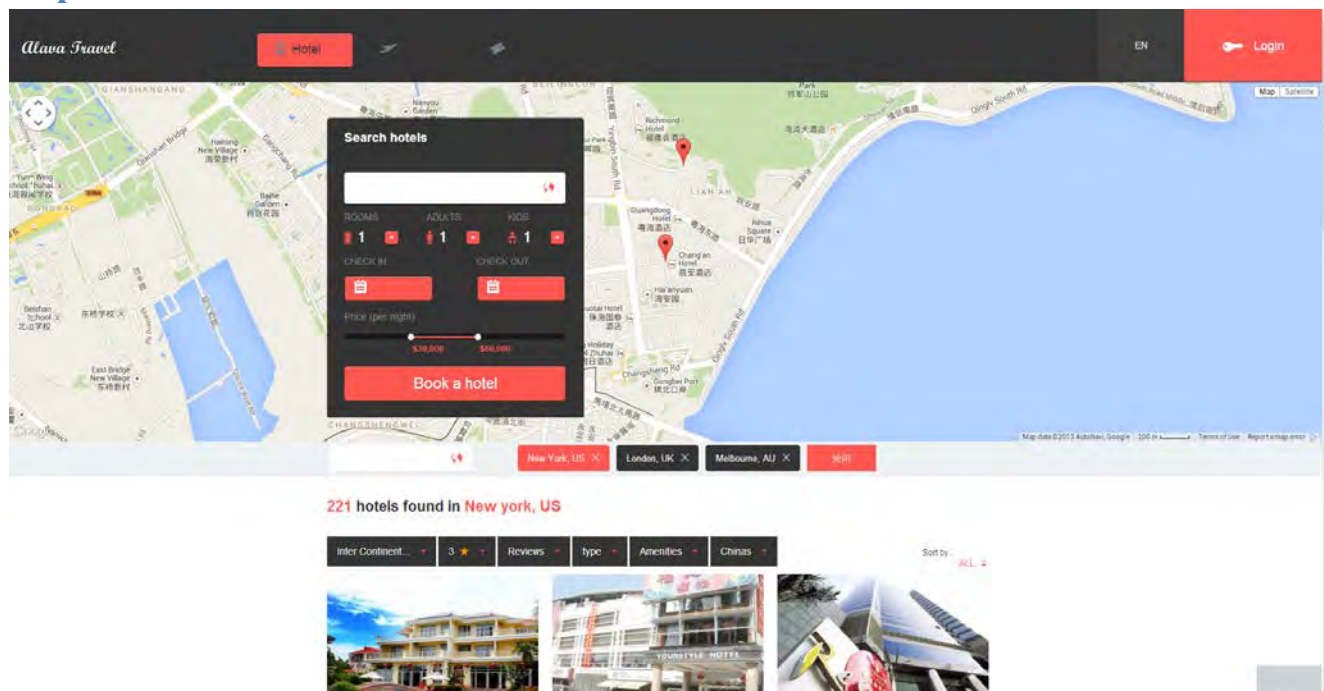
Version 2 | 08.11.2013

Masthead

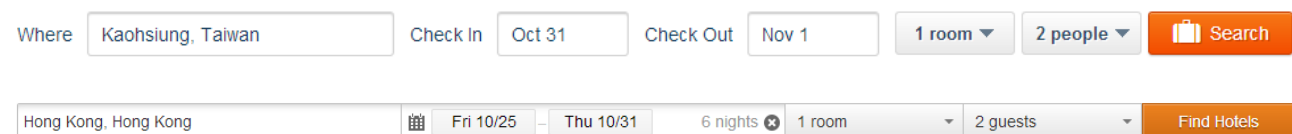


There is still no best practice on metasearch and aggregator websites, which order to place **Flights** and **Hotels** in the main menu: **Flights** first or **Hotels** first. This is 50:50. Kayak, Expedia, Orbitz, CheapTickets and others place **Flights** after **Hotels**, while Travelocity, Momondo, AirlineTickets and Hipmunk place **Flights** before **Hotels**. A/B-testing will show you which order works best in your case.

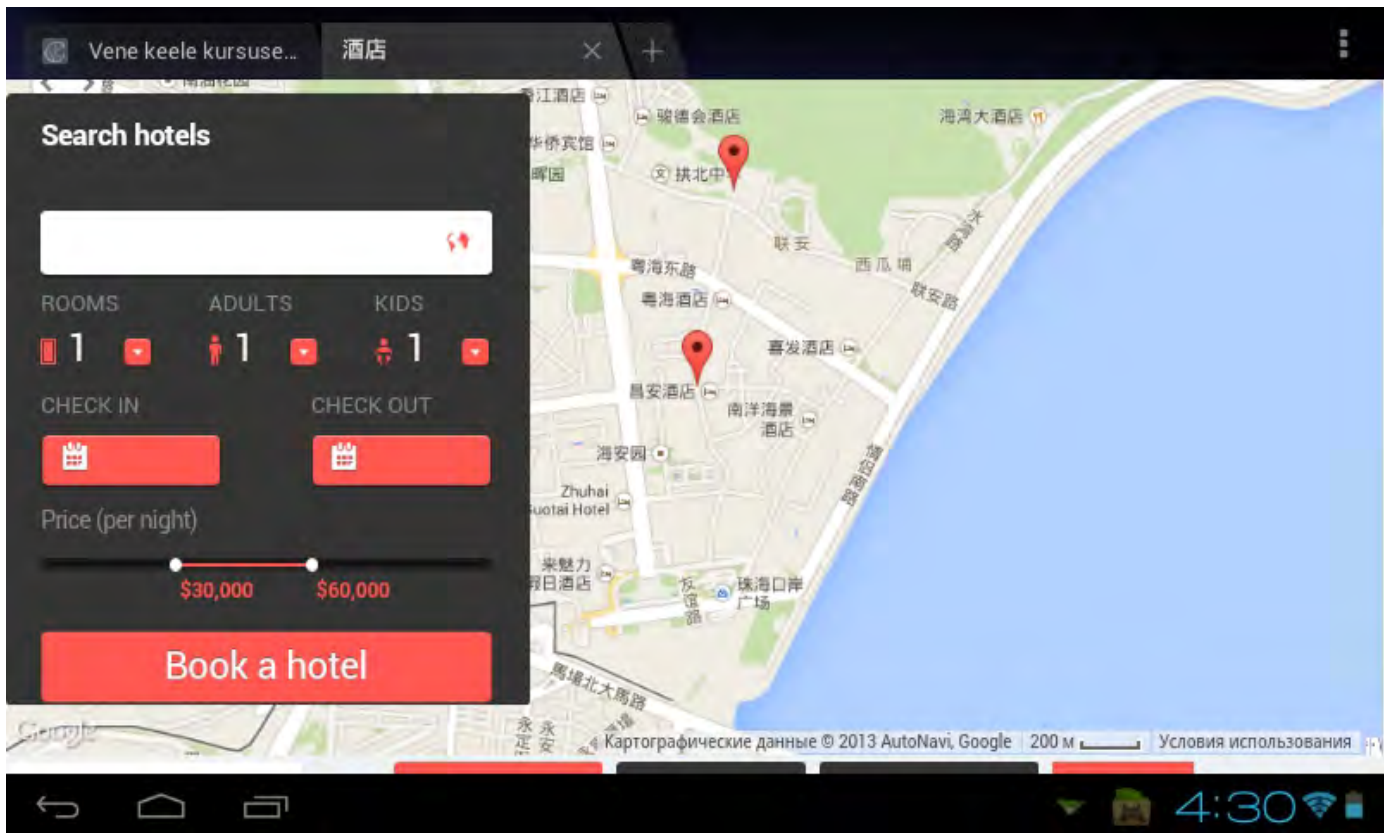
Maps for hotels



I have no objections against placing the map above the hotels list on mouse-operated computers, i. e. desktops and laptops (indeed, there must be an opportunity to hide the map if a user doesn't need it). A problem with current design is that search form overlaps the map, but you can easily transform it into horizontal form as Hipmunk, Kayak and many others do.



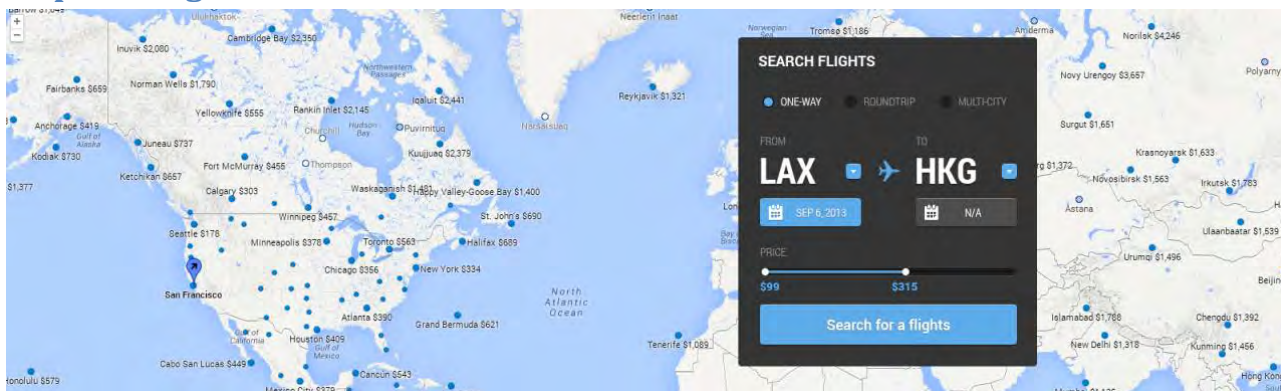
However, there is a catastrophic problem on tablets and smartphones. This is a screenshot from a tablet:



In this situation a user is not able to scroll the *page* because in response to a swipe gesture a *map* scrolls, not the page. Deadlock! This means that the map should not occupy the whole screen and there must be some space around the map which could allow page scrolling.

Instead of (or in addition to) showing hotel numbers, you may assign different colors to different hotel chains using a chain's brand color (i. e. green for Holiday Inn, dark blue for Hilton, golden for InterContinental etc). At the moment I do not know a good solution for this...

Maps for flights



In contrast to hotels, maps are much less useful in case of flights. So I recommend to hide a map by default. However, especially in case of less known or small countries like Cyprus or Israel, it may be useful to show a *country* map (not a “world map”), so it would be nice to provide an opportunity to show their airports on the map. See how Kayak solves this problem:

cyprus|

- ✈️ Larnaca, **Cyprus** - Larnaca (LCA)
- ✈️ Paphos, **Cyprus** - Paphos (PFO)
- ✈️ Ercan, **Cyprus** - Ercan (ECN)

Show airports on map:

- 📍 Cyprus
- 📍 Cyprus, Cyprus

Choose up to 4 destination airports

Location
📍 Cyprus

Airport	Pop.
<input type="checkbox"/> A LCA: Larnaca	1
<input type="checkbox"/> B PFO: Paphos	2
<input type="checkbox"/> C ECN: Ercan	3

OK Choose up to 4 airports

(In my opinion, this solution may be improved by adding **Cyprus – All airports** option to their dropdown list.)

Search form

SEARCH FLIGHTS

● ONE-WAY ● ROUNDTRIP ● MULTICITY

FROM **LAX** TO **HKG**

SEP 6, 2013 N/A

PRICE
\$99 — \$315

Search for a flights

You need a *normal* search form, not something like this. Main issues with this form are:

- (1) it does not allow for entering full city, airport and country names (imagine, how long will be your dropdown lists: tens of thousands destinations?);
- (2) it shows price range slider, which may lead to the loss of sales;
- (3) it defaults to **One-way** option instead of **Roundtrip**;
- (4) it has very small fonts for field labels, very low label contrast (gray on gray), ALL CAPS labels.

If you search for innovation, then Kayak's form is *acceptable*:

Round-trip One-way Multi-city

Tallinn (TLL) Lamaca (LCA) Wed 11/6 Fri 11/29 24 days 1 adult Find Flights

add nearby airports add nearby airports find hotels find car rentals More search options

However I recommend to use a more traditional form like those of Skyscanner or Momondo:

Arrangement of fields on Skyscanner is more preferable. **This canonical design will work:**

Sorting and filtering

Place **Sort by** dropdown above the search results. The default must be **Price**. Another options may be **Total travel time** (or **Shortest flight**), **Departure take-off**, **Departure landing**, **Return take-off** and **Return landing**. In fact, three options – **Price**, **Total travel time** and **Departure time** – will probably cover the needs of 95% of your travelers, so you can use radiobuttons instead of a dropdown:

Sort by: Price Shortest flight Departure time

Place the filters to the left of search results. What filters to include (in descending priority):

(1) Stops:

Stops

<input checked="" type="checkbox"/> nonstop	€204
<input checked="" type="checkbox"/> 1 stop	€295
<input checked="" type="checkbox"/> 2+ stops	€416

(2) Maximum duration:

Max Flight Duration



11h52m

(3) Overnight flights:

Show red-eyes (overnights)

(4) Time of day (your current design is very good indeed; however, use radiobutton-looking controls here, not checkbox-looking):

OUTBOUND

Arrival Depart

12 am 5 pm

RETURN

Arrival Depart

12 am 5 pm

(5) Airlines (alphabetically):

Airlines

<input checked="" type="checkbox"/> AN	
<input checked="" type="checkbox"/> Aegean Airlines	€300
<input checked="" type="checkbox"/> Aeroflot Russian Airlines	€2,097
<input checked="" type="checkbox"/> Air Berlin	€1,571
<input checked="" type="checkbox"/> Air Caledonie	€379

+ Show all 29 airlines

(6) Origin and destination airports:

Airports

Depart/Return, same airports

Origin Airports		
<input checked="" type="checkbox"/>	LCY London City Airport	€385
<input checked="" type="checkbox"/>	LGW Gatwick	€165
<input checked="" type="checkbox"/>	LHR Heathrow	€269
<input checked="" type="checkbox"/>	LTN Luton	-
<input checked="" type="checkbox"/>	STN Stansted	€216

Destination Airports		
<input type="checkbox"/>	ECN Ercan	€216
<input checked="" type="checkbox"/>	LCA Larnaca	€165
<input type="checkbox"/>	PFO Paphos Intl	€197

Search results

LAX ✈️ **HKG**

Oct 1, 2013

[BOOK THIS FLIGHT](#)

1 stop

1h 10m layover

9 h in the air

LAX - NKG - HKG (10 h 10m)

- 5:50 AM Takeoff **LAX** (Los Angeles)
- (6 h) ✈️ Airline alliances
- 11:50 AM Land **NKG** (Nanjing)
- 1h 10m layover
- 1:00 PM Takeoff **NKG** (Nanjing)
- (3 h) ✈️ SkyTeam
- 3:00 PM Land **HKG** (Hong Kong)

Although popups are *in principle* acceptable, I do not recommend using popups for flight details. Use expanding/collapsing list items instead (see Kayak, Expedia, Travelocity, Orbitz etc.). The main reasons are:

- (a) users expect much more detailed info about the flight – marketing carrier and operating carrier, seating class, distance in miles, flight number, airport terminal and aircraft – this is a minimum info your competitors already provide;
- (b) in your design, fonts used for the itinerary are already *extremely* small: imagine how this will look like after adding details mentioned above (always take into account that *tablets* will be most used devices for researching (and probably booking) travel in 2014);

(c) it is more difficult to compare flights.

Show **Arrives next day**, **You are departing from XXX but returning to YYY**, and **NN seats left at this price** messages:

10:00p → 4:35a 4h 35m, Nonstop
LHR London LCA Larnaca
Arrives next day
Best Value
\$426.60 roundtrip per person
CYPRUS AIRWAYS
Flight details Select

2:25p → 9:00p 4h 35m, Nonstop
LHR London LCA Larnaca
5 seats left at this price
\$450.60 roundtrip per person
CYPRUS AIRWAYS
Flight details Select

! You are departing from LTN but returning to STN.

Do not show the price on the action button:



This sounds like “Now give me your money!”. People do not like to pay. Be more polite and cunning, and let users to proceed to the next step without explicitly asking for their money. Instead, name this button **Select** (and make it orange, of course). See how others do (note that they *purposely* provide some visual distance and/or place an additional message between the price and action button):

€276 Select

\$426.60 roundtrip per person Select

\$492.19 Total cost Select

Select Leg \$559 roundtrip

(Avoid “Leg” in the last example: this is a technical jargon.)

Always show the total and final price of the flight (e. g. “Total roundtrip for 3 persons”), do not make your customers to calculate. And this creates an impression of your honesty and fair play.

Calendar

Day	Week	Month	September, 2013			
1 → 4 \$453 - \$1200	2 → 1 \$112 - \$240	3	4 → 1 \$25 - \$32	5 → 1 \$25 - \$32	6	7
8 → 4 \$453 - \$1200	9 → 1 \$112 - \$240	10	11 → 1 \$25 - \$32	12 → 1 \$25 - \$32	13	14
15 → 4 \$453 - \$1200	16	17 → 1 \$112 - \$240	18	19	20 → 1 \$25 - \$32	21
22 → 4 \$453 - \$1200	23	24	25 → 1 \$25 - \$32	26 → 1 \$25 - \$32	27	28
29	30	1 Oct	2 Oct → 1 \$25 - \$32	3 Oct	4 Oct	5 Oct

SEPTEMBER, 2013

I do not understand how it will work for *return* flights if an outbound flight is in September but return flight is in October ... Then, what is the **Day** tab in this design?

Do not reinvent the wheel, please. Available options are:

(α) ±3 or ±7 days matrix:

	Return Tue, Nov 19	Return Wed, Nov 20	Return Thu, Nov 21	Return Fri, Nov 22	Return Sat, Nov 23	Return Sun, Nov 24	Return Mon, Nov 25
Leave Tue, Nov 12	From \$594.46	From \$594.46	From \$647.59	From \$594.46	From \$594.46	From \$563.76	From \$594.46
Leave Wed, Nov 13	From \$594.46	From \$594.46	From \$647.59	From \$594.46	From \$594.46	From \$563.76	From \$594.46
Leave Thu, Nov 14	From \$594.46	From \$594.46	From \$647.59	From \$594.46	From \$594.46	From \$563.76	From \$594.46
Leave Fri, Nov 15	From \$594.46	From \$594.46	From \$584.76	From \$594.46 Dates Searched	From \$594.46	From \$563.76	From \$594.46
Leave Sat, Nov 16	From \$594.46	From \$594.46	From \$594.96	From \$594.46	From \$594.46	From \$563.76	From \$563.76
Leave Sun, Nov 17	From \$776.86	From \$653.36	From \$584.76	From \$518.06 Lowest Fare	From \$584.76	From \$587.76	From \$563.76
Leave Mon, Nov 18	From \$647.96	From \$756.96	From \$584.76	From \$641.76	From \$584.76	From \$563.76	From \$563.76

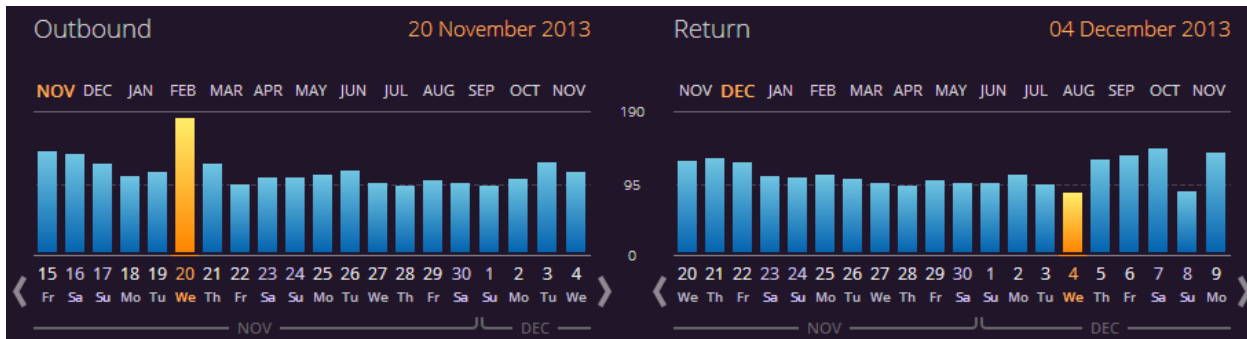
Tallinn - Copenhagen

November 2013						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					November 09 from €137.53	November 10 from €197.53
November 11 from €157.53	November 12 from €197.53	November 13 from €157.53	November 14 from €157.53	November 15 from €137.53	November 16 from €137.53	November 17 from €157.53
November 18 from €122.53	November 19 from €137.53	November 20 from €137.53	November 21 from €137.53	November 22 from €122.53	November 23 -	

Copenhagen - Tallinn

November 2013						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				November 15 -	November 16 from €153.43	November 17 from €153.43
November 18 from €138.43	November 19 from €138.43	November 20 from €138.43	November 21 from €153.43	November 22 from €138.43	November 23 from €138.43	November 24 from €138.43
November 25 from €123.43	November 26 from €123.43	November 27 from €138.43	November 28 from €138.43	November 29 from €123.43		

(β) price bar calendar:



(γ) weeks (see prices on tabs):

Tel Aviv Yafo - Tallinn

Earlier dates Later dates

Date	Price (€)	Status
Fri 27 Dec	€ 283,39	Available
Sat 28 Dec	No Flights	No Flights
Sun 29 Dec	€ 283,39	Available
Mon 30 Dec	€ 283,39	Available
Tue 31 Dec	No Flights	No Flights
Wed 1 Jan	No Flights	No Flights
Thu 2 Jan	No Flights	No Flights

SAS Go	SAS Plus	SAS Plus Full Flex	Select time	Duration	Airports
€ 283,39	€ 423,39	€ 628,39	14:35 - 12:15	+1 21:40	TLV - TLL
14:35 - 18:30 SK772 Tel Aviv Yafo (Terminal 3) - Copenhagen (Terminal 3)					
09:40 - 12:15 SK8406 (OV)Copenhagen (Terminal 3) - Tallinn					
Available seats at this price:					Open details ▶
4					

(6) airline matrix (available only for exact departure and return dates):

	All Results	Multiple airlines	British Airways	Cyprus Airways	Virgin Atlantic	Aegean Airlines	Lufthansa	Austrian Airlines
nonstop	€234	€234	€273	€276	€316			
1 stop	€291	€291				€338	€359	€389
2+ stops	€368	€368				€426	€379	€4576

Hide Matrix

	British Airways	Turkish Airlines	El Al Israel Airlines	Alitalia	Aegean	Multiple Airlines	SWISS	KLM Royal Dutch Airlines
Non-stop	\$492.19		\$546.97					
1+ stops		\$539.76	\$1,136.67	\$557.97	\$569.96	\$594.46	\$635.96	\$679.67

Hotel description

Radio City Apartments (9/10, 326 reviews)

142 West 49th Street, Times Square, New York City [Show map](#)

★★★★★

[BOOK THIS HOTEL NOW](#)

\$1200/night

Accommodates:	2
Bedrooms:	1
Bathrooms:	1
Security Deposit:	\$100
Check Out:	12:00 PM

Amenities

WiFi	Child activities
Swimming Pool	Child care
Parking	Concierge
Air-conditioned	Fitness center
Airport shuttle	Kitchenette
Bar or lounge	Pets allowed
Business center	Restaurant
Casino	Spa

Description

Located close to Rockefeller Center, this Manhattan hotel has free Wi-Fi and rooms equipped with a kitchenette and cable TV. The 49th Street subway station is 1 block away.

Cozy rooms feature dark wood furnishing and a private bathroom. Tea and coffee making facilities are also provided at Manhattan Radio City Apartments.

- A kitchenette features a stove, microwave, and refrigerator. A dining area is also provided.
- A fitness and business center is available. A 24-hour front desk is also provided.
- Times Square is a 10 minute walk from Radio City Apartments. Central Park and Lincoln Center are 1 mile away.

Below is description of this same hotel on Booking.com:



Located close to Rockefeller Center, this Manhattan hotel offers free Wi-Fi and rooms equipped with a kitchenette and cable TV. The 49th Street underground station is 1 block away.

Cozy rooms feature dark wood furnishing and an en suite bathroom. Tea and coffee making facilities are also provided at Manhattan Radio City Apartments.

A kitchenette features a hob, microwave, and refrigerator. A dining area is also provided.

A fitness and business centre is available for guests. A 24-hour front desk is also provided.

Times Square is 10 minutes' walk from Radio City Apartments. Central Park and Lincoln Center are 1 mile away.

Apartments/rooms: 110

Availability

Available rooms from **Monday 28 July 2014** to **Tuesday 29 July 2014** [Change dates](#)

Accommodation Type	Conditions	Max	Price	Quantity	Reservation
Studio with 2 xyo Double Beds Air Conditioning Prices are per room, Not included: 14.75 % TAX, USD 3.50 city tax per night.	• FREE cancellation before 26 Jul 2014	2	€ 159 Smart Deal	0	Confirmation is immediate Last chance to book 1 room left
Queen Studio Air Conditioning Prices are per room, Not included: 14.75 % TAX, USD 3.50 city tax per night.	• FREE cancellation before 26 Jul 2014	2	€ 159 Smart Deal	0	We have 2 rooms left Last chance to book 1 room left
One Bedroom Apartment Air Conditioning Prices are per apartment, Not included in apartment price: 14.75 % TAX, USD 5.50 city tax per night.	• FREE cancellation before 26 Jul 2014	2	€ 264	0	Last chance to book 1 room left
Two Bedroom Apartment Air Conditioning Prices are per apartment, Not included in apartment price: 14.75 % TAX, USD 7.50 city tax per night.	• FREE cancellation before 26 Jul 2014	2	€ 365	0	Last chance to book 1 room left

You will pay the property in the property's local currency (USD). The displayed amount (in EUR) is indicative and based on the exchange rate at the time of booking.

[Back to top](#)

Facilities of Radio City Apartments

- Bedroom:** Alarm Clock
- Activities:** Newspapers
- Media & Technology:** Cable Channels, Telephone, TV
- Internet:** Free! WiFi is available in all areas and is free of charge
- Parking:** Public parking is possible at a location nearby (reservation is not possible) and charges may be applicable
- Services:** 24-hour front desk, Luggage storage, Business centre, Laundry, Fax/photocopying, Vending machine (drinks), Vending machine (snacks)
- Cleanliness:** Non-smoking rooms, Family rooms, Lift/elevator, Safety deposit box, Heating, Air conditioning, Ironing Facilities, Iron
- Language spoken:** Spanish, English, Portuguese

[Back to top](#)

Policies of Radio City Apartments

- Check-in:** From 15:00 hours
- Check-out:** Until 11:00 hours
- Cancellation / Prepayment:** Cancellation and prepayment policies vary according to room type. Please check the [room conditions](#) when selecting your room above.
- Children and extra beds:** Free! One child under 12 years stays free of charge when using existing beds. There is no capacity for extra beds in the room. The maximum number of total guests in a room is 2.
- Pets:** Pets are not allowed.
- Accepted credit cards:** The property reserves the right to pre-authorise credit cards prior to arrival.

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Important information

You must show a valid photo ID and credit card upon check-in. Please note that all special requests cannot be guaranteed and are subject to availability upon check-in. Additional charges may apply.

Please note, this hotel has a limited number of non-smoking rooms. Guests who book a non-smoking room will be charged a refundable deposit of 400 USD at check-in. Guests who book a smoking room will be charged a refundable security deposit of 100 USD at check-in.

[Back to top](#)

We guarantee

- **Booking is safe.** When you book with us your details are protected by a secure connection.
- **Your privacy is protected.** Your details will only be used to guarantee your booking.
- **No booking fees.** You only pay the hotel. Booking.com will never charge your credit card.
- **Best Price Guarantee.** Found your room online at a lower price? We'll match it.

You'll find more information in our [privacy statement](#) and [terms and conditions](#)

Not to mention that Booking.com provides more information than you (e. g. important **Policies** section).

You miss *the heart* of the page, **Availability** section.

Accommodation Type	Conditions	Max	Price	Quantity	Reservation
 <p>Studio with Two Double Beds Air Conditioning Prices are per room Not included: 14.75 % TAX, USD 3.50 city tax per night.</p>	• FREE cancellation before 26 Jul 2014	2	 € 159 Smart Deal	<input type="text" value="0"/>	<input type="button" value="Book now"/> Confirmation is immediate
 <p>Queen Studio Air Conditioning Prices are per room Not included: 14.75 % TAX, USD 3.50 city tax per night.</p>	• FREE cancellation before 26 Jul 2014	2	 € 159 Smart Deal	<input type="text" value="0"/>	We have 2 rooms left!
 <p>One-Bedroom Apartment Air Conditioning Prices are per apartment Not included in apartment price: 14.75 % TAX, USD 5.50 city tax per night.</p>	• FREE cancellation before 26 Jul 2014	3 + 1	€ 204	<input type="text" value="0"/>	Last chance! We have 1 room left!
 <p>Two-Bedroom Apartment Air Conditioning Prices are per apartment Not included in apartment price: 14.75 % TAX, USD 7.50 city tax per night.</p>	• FREE cancellation before 26 Jul 2014	5 + 1	€ 265	<input type="text" value="0"/>	Last chance! We have 1 room left!

“\$1200/night” – for what type of room?! 😊

And how could you force in this info into your popup? Some hotels have a dozen of different room types...

It is possible to show *flight details* in a popup, but showing *hotel description* in a popup is impossible and nobody does this. Hotel description is *always* a long long long page.

Now about some other details.

Action button



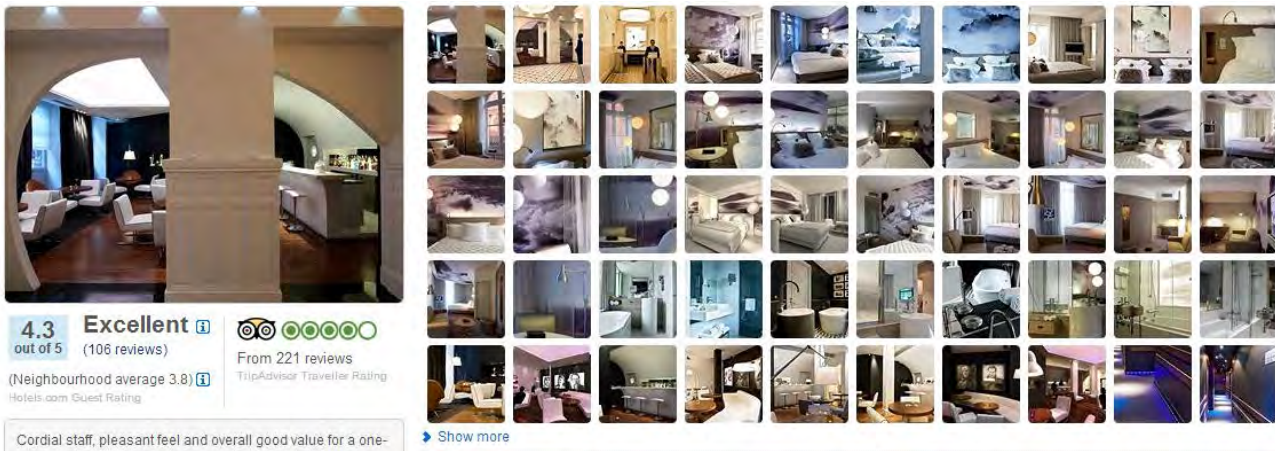
It is too wordy and imperative (“this”, “now”, ALL CAPS). Replace it with **Book now**, or even better simply **Book**.



(Booking.com, Hotels.com, Expedia.com, HotelsClick.com, Orbitz.com, AsiaTravel.com)

Photo gallery

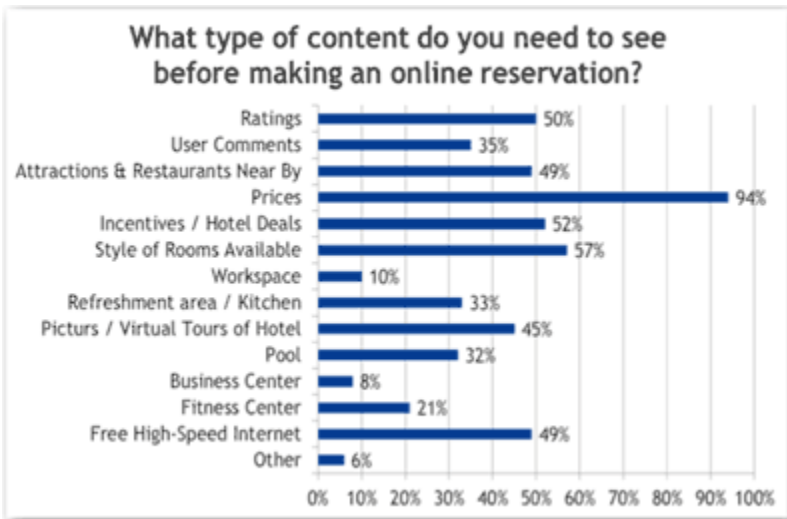
“Blind carousel” is a poor design solution. All normal websites use *thumbnails*. In my opinion, the best is Hotels.com. They understand well that abundance of photos is the key factor in the booking decision process. They show 50 thumbnails by default (expandable) for a hotel and they are absolutely right.



Your website should do the same thing.

Visitor ratings and reviews

You *must* have ratings and reviews. This is a *conditio sine qua non* for every contemporary travel website. Although price is a leading factor in booking decision, 50% of travelers need ratings and 35% need reviews.



Moreover, 50% of travelers *will not book* a hotel that has no reviews (see <http://bit.ly/V30STd>). Are you ready to lose half of customers simply because you don't have ratings and reviews?

This means that you should *purchase* ratings and reviews from TripAdvisor, Priceline, Booking.com, Yelp etc and show them on your hotel-related webpages.

Humanity.fm usability audit

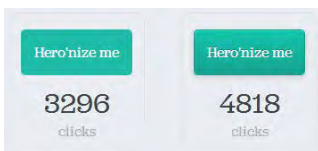
Version 3 | 25.11.2013

General Usability Considerations

GE010 Although flat style is the current design fad, there are serious usability issues with this style especially when entry fields and buttons are concerned¹.

There is a simple test showing that people click 3D buttons more readily than they click flat buttons:

<http://www.zebraa.nl/buttonforahero/>



(This difference is statistically significant at $p < 0.001$ level.)

Recommendations:

- make your entry fields look hollow,
- make your buttons look raised,
- buttons should have three visually different states: normal, hover and pressed.

Such design provides affordance and encourages users to fill in the forms and click buttons.

GE020 Avoid multiple-column form layouts².

Goal (\$): 800.00

Length (Days): 20

Category:

- Community
- Environmental
- Social
- Education
- Medical
- Technology

GE030 The expected length of the input should match to the form field length³.

Goal (\$): 800.00

→

Goal (\$): 800.00

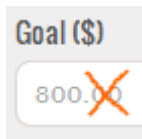
¹ Flat UI and Forms: <http://alistapart.com/article/flat-ui-and-forms>

² See "you should avoid multi-column layouts for form fields": <http://baymard.com/blog/avoid-multi-column-forms>; "keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns", "forms should never consist of more than one column": <http://uxdesign.smashingmagazine.com/2011/11/08/extensive-guide-web-form-usability/>

³ Recommendation #28 in: 70 conversion optimization tips for a Magento shop: <http://www.mgt-commerce.com/blog/70-conversion-optimization-tips-for-a-magento-shop/>

“The way we display input fields can produce valuable clues on how they should be filled in”⁴.

GE035 Do not show decimals when they are unnecessary.



GE040 Avoid ALL CAPS labels throughout the whole website⁵. Use Sentence case instead.

GE050 Use buttons of normal size:



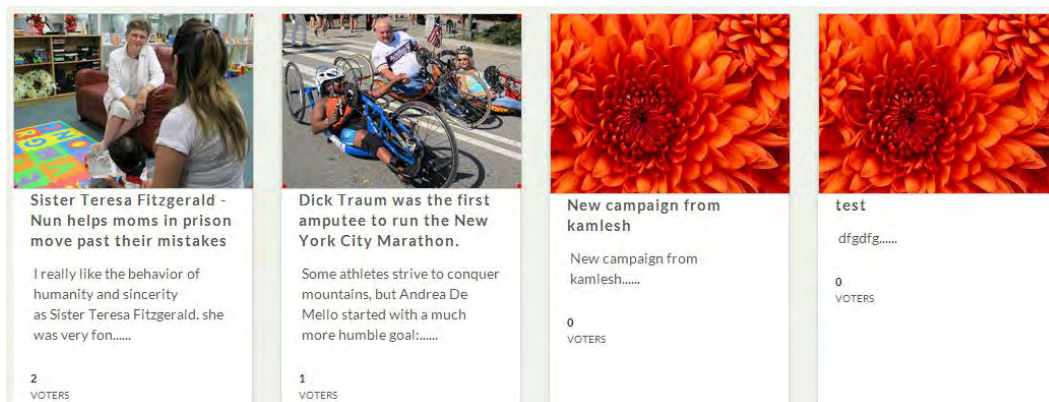
Your buttons look like headers.

GE060 Avoid using the word ‘submit’ on buttons. Nobody knows why, but people are reluctant to click buttons with this word⁶.



Homepage

HP010 Campaigns do not have clear links or action buttons to view the full campaign descriptions. Names of campaigns do not look as links and although images work as links to campaign pages this is an unobvious behavior.



Recommendations:

- use blue color for campaign names,

⁴ Page 73 in: Wroblewski L. (2008) *Web Form Design: Filling in the Blanks*, Brooklyn: Rosenfeld Media.

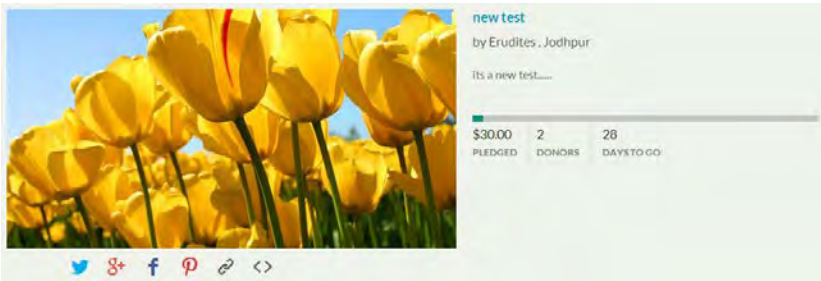
⁵ “Some 20th-century scientific testing indicates that all caps text is less legible and less readable than lower-case text. The typographer Colin Wheildon has stated that there is an ‘apparent consensus’ that lower-case text is more legible”:

http://en.wikipedia.org/wiki/All_caps

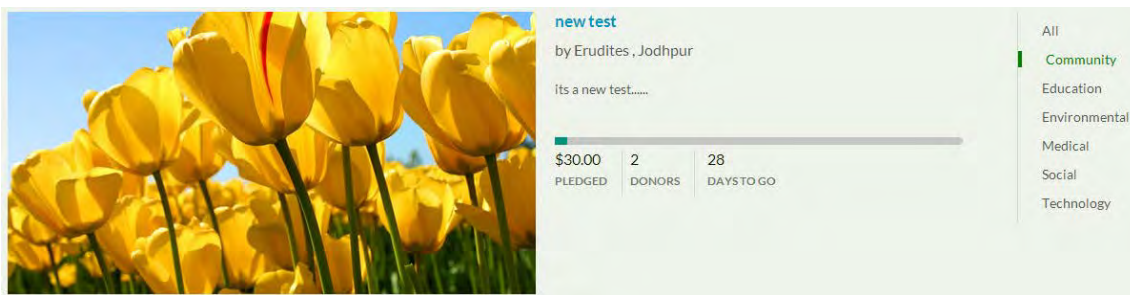
⁶ Zarrella D. (2010) Don’t “submit” to landing page button text: <http://blog.hubspot.com/blog/tabid/6307/bid/6737/Don-t-Submit-To-Landing-Page-Button-Text.aspx>

- replace with **read more** link,
- add **Vote** buttons for repeat users who visit the homepage with already made decision about what campaign to support.

HP030 Also add **read more** link and **Donate** button to the current campaign.



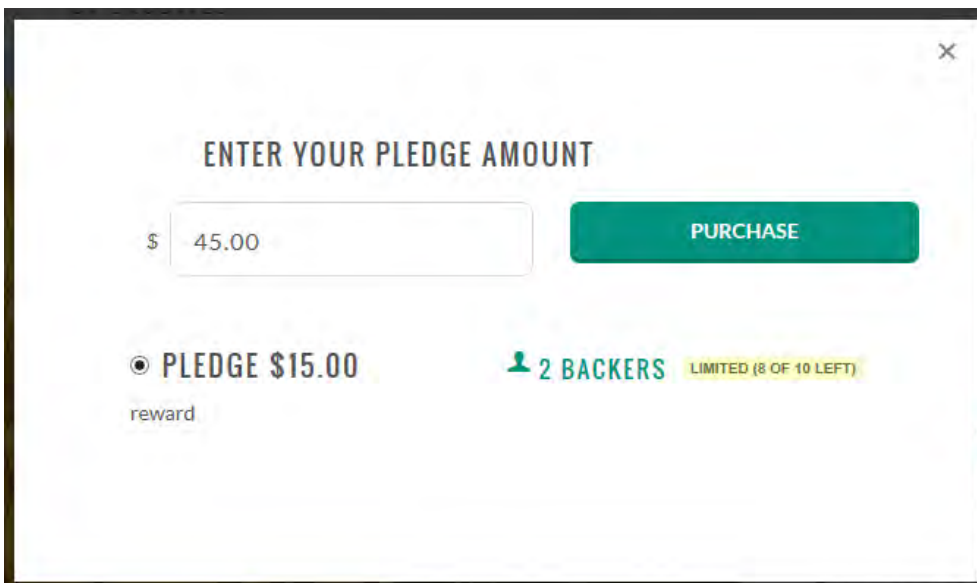
HP040 Filters to the right of current campaign look as a part of campaign short description.



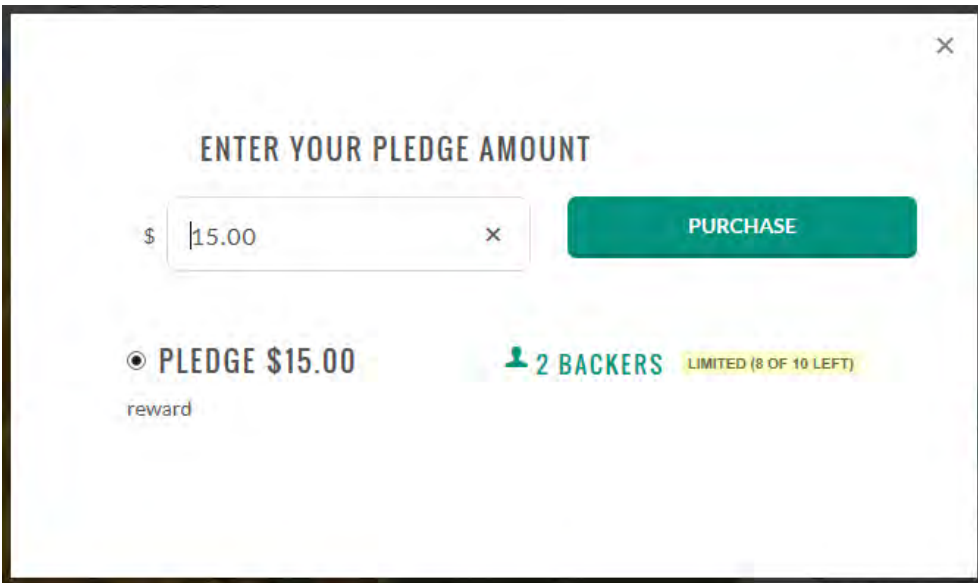
Recommendation:

- make filters visually isolated from the campaign.

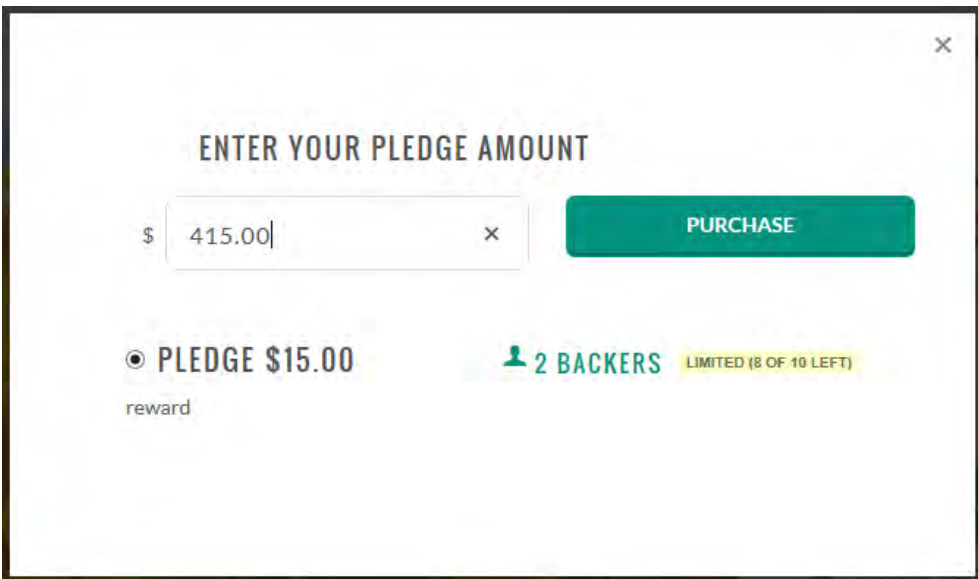
Donation Form



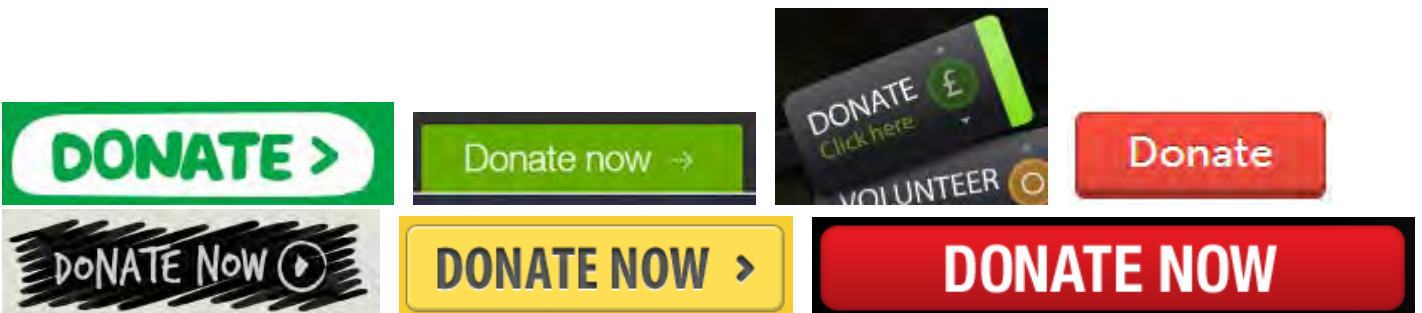
DF010 Clear the amount field when a user places cursor into the field:



DF020 Clear the amount field when a user starts typing in. This field works incorrectly:



DF030 "Purchase" is an inappropriate wording. Replace it with "Donate" (without "now") as all other charities do:



DF040 A single radiobutton is a nonsense:


PLEDGE \$15.00

reward

Radiobuttons must always comprise a group of choices.





Checkout

CHECKOUT

Item Name	Item Price	Actions
 new test - reward	\$15.00	<input type="text" value="1"/> Remove

[UPDATE CART](#)

Total: \$15.00

Already have an account? [Login](#)

Email *
We will send the purchase receipt to this address:

First Name *
We will use this to personalize your account experience.

Last Name
We will use this as well to personalize your account experience.

CREATE AN ACCOUNT (OPTIONAL)

Username
The username you will use to log into your account.

Password
The password used to access your account.

Password Again
Confirm your password.

I agree to the Terms

Mailchimp

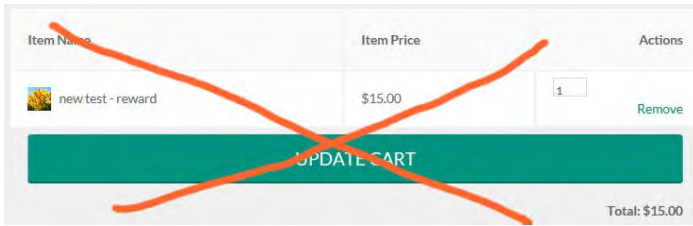
PURCHASE TOTAL: \$15.00

[PURCHASE](#)

CO010 “If you overload the donation form with lots and lots and lots and lots of options, then you’re doing it wrong. You do not have to pile fields upon fields, recurring gifts, and everything else on the page. Testing shows that the more complex the form the higher the abandonment rate. Start with the minimum viable fields and carefully add things. Also remove clutter from the rest of the page that only causes distractions”⁷.

⁷ 5 Donation Form Bad Practices: <http://www.npengage.com/nonprofit-research/5-donation-form-bad-practices/>

CO020 Remove this:



Nobody will change amount here.

CO030 Remove this:

Do not make donors to perform two tasks simultaneously. Your goal is to acquire donations, do not place barriers in the main path.

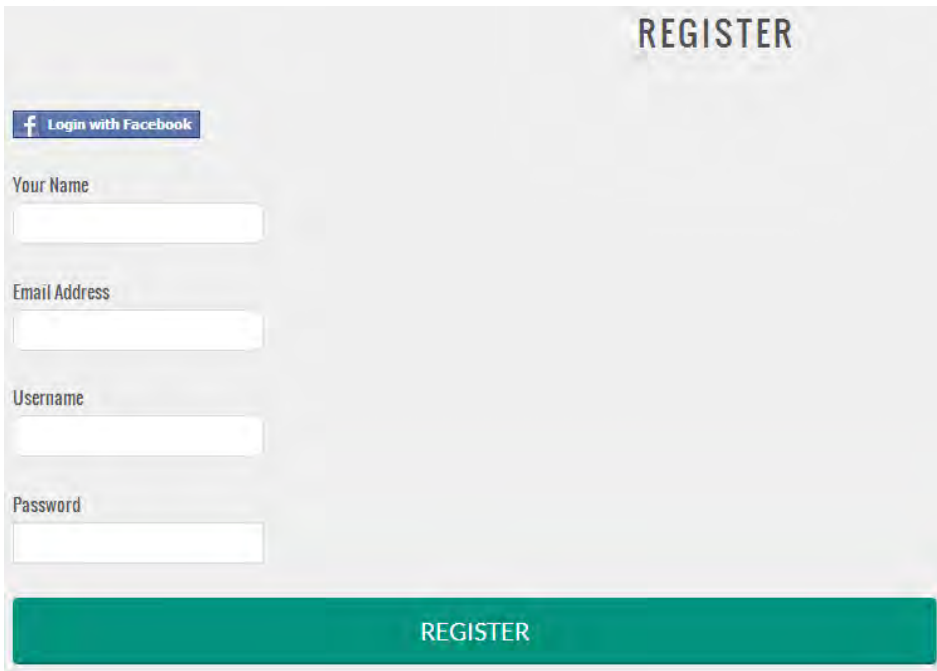
CO040 Remove the checkbox after the phrase “By pressing Submit button I confirm that I agree to the [Terms](#)”. This phrase is enough.

CO050 “Emphasize security. As with any other online transaction, security and privacy (see below) are major concerns of users. Have a clear statement of security of the first form page. Some of the charities we reviewed had a logo on their site which indicated they were using a secure server to process the transactions. This reassures users that the site is professional and secure”⁸. “Use clear and conventional security indicators to reassure users that their donations are secure”⁹.

⁸ Usability guide to donations: <http://www.uservision.co.uk/resources/articles/2005/usability-guide-donations/>

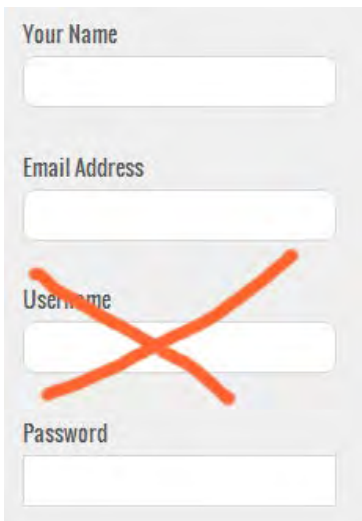
⁹ MasterCard Worldwide (2006) *Improving the Usability of Online Giving: Top 10 Best Practices and Guidelines*: http://www.mastercard.com/us/merchant/pdf/Nonprofits_Online_Giving_Webinar_Final_color_printing_v1.pdf

Registration



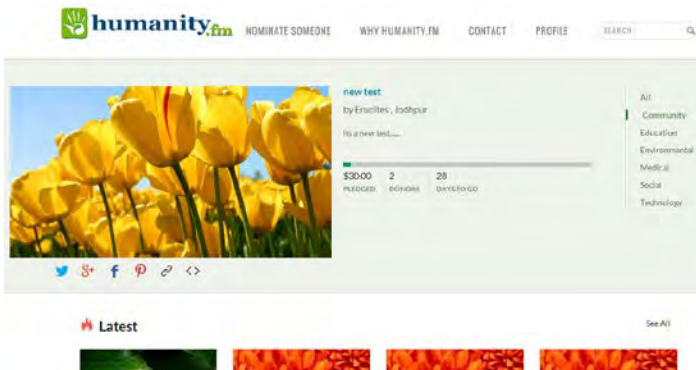
The registration form is titled "REGISTER" and includes a "Login with Facebook" button. It contains four input fields: "Your Name", "Email Address", "Username", and "Password". A large green "REGISTER" button is positioned at the bottom of the form.

RE010 Use email address as a username:



This screenshot shows the registration form with a large red 'X' drawn over the "Username" input field, indicating that using an email address as a username is not allowed.

RE020 After registration the homepage is loaded without clear indication whether a user is logged in:



The screenshot shows the homepage of Humanity.fm. The navigation bar includes "humanity.fm", "NOMINATE SOMEONE", "WHY HUMANITY.FM", "CONTACT", "PROFILE", and a search bar. The main content area features a "New Test" section with a photo of yellow tulips, a title "New Test", author "by Ernielex, Indigur", and a progress bar showing "50000 2 28" for "PETS/0000", "SCHOOL", and "DEV/0000". A sidebar on the right lists categories: All, Community, Education, Environmental, Medical, Social, and Technology. At the bottom, there is a "Latest" section with a "See All" link and a row of four image thumbnails.

Nobody would be able to notice this change in the main menu:

SIGN IN → PROFILE

Provide clear indication of logging in:

Ivan Burmistrov | Sign out

Nomination

The screenshot shows the 'NOMINATE RULES' page on the Humanity.fm website. At the top, there is a navigation bar with the logo, 'NOMINATE SOMEONE', 'WHY HUMANITY.FM', 'CONTACT', 'SIGN IN', and a search bar. Below the navigation bar is a large heading 'NOMINATE RULES'. The main content area features a sub-heading 'We Help Out Humanity by crowdfunding for those in need and those with merit that deserve something to show that there is humanity in the world!'. The text explains that Humanity.fm strives to be the world's largest crowdfunding platform for social projects. It details how the platform works, including a 'Simple Formula' where users can nominate someone for a reward. It also addresses common questions such as 'Is it all or none for the fundraisers?', 'What fees does Humanity.fm charge?', 'Projects for those of Merit and in Need Only', 'Where does the money come from?', 'How much money should we fundraise?', 'What's the average pledge per person?', 'Is it possible to raise more than the project's intended goal?', 'What are the Categories for Nomination?', 'How do I start a project?', and 'Does it cost money to nominate somebody?'. A green 'GET STARTED' button is located at the bottom of the page.

NO010 Avoid this very long text above the action button. It is known that users do not read web pages and scroll through about only 50-60% of an article page¹⁰, so a half of visitors simply wouldn't see the action button at the bottom of this page. Then, many users will probably recognize this page as a *FAQ page* and they will not expect that there is an action button below the text.

You may place a very short paragraph above the action button¹¹ with a link to complete rules. In any case action button must be visible above the page fold.

NO020 The video about crowdfunding is somewhat misleading because Trillion Fund's video is mostly focused on *business projects* and *investors*. In fact you may not mention the term 'crowdfunding' at all and instead appeal to the well-known charity funding scheme.

Campaign

The image shows a web form titled "NOMINATE SOMEONE". It is organized into three main sections:

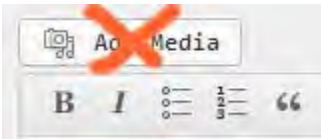
- CAMPAIGN INFORMATION:** Includes a "Title" field, "Goal (\$)" and "Length (Days)" fields, a "Category" section with checkboxes for Community, Environmental, Social, Education, Medical, and Technology, and a "Description" field with a rich text editor.
- DONOR REWARDS:** Includes a checkbox for "Collect shipping information on checkout", a checkbox for "No rewards, donations only", and a table for "Amount (\$)", "Reward", and "Limit".
- YOUR INFORMATION:** Includes a note about the user's login status, a "Name/Organization Name" field, a "Location" field, and a "I agree to the terms" checkbox.

At the bottom of the form are two buttons: "SUBMIT CAMPAIGN" and "SAVE AND PREVIEW".

¹⁰ Myth #1: People read on the web: <http://uxmyths.com/post/647473628/myth-people-read-on-the-web>

¹¹ Usability guide to donations: <http://www.uservision.co.uk/resources/articles/2005/usability-guide-donations/>

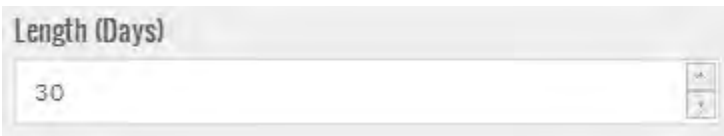
CA010 Campaign info form is overcomplicated. Remove these objects:



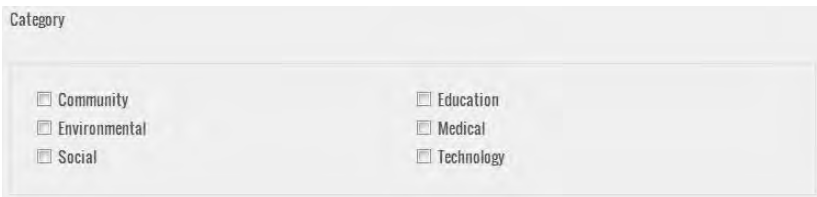
Note: You are currently logged in as Ivan@interUX.com. This campaign will be associated with that account. Please [log out](#) if you would like to make a campaign under a new account.



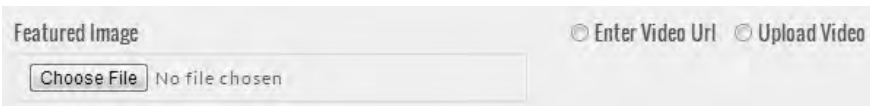
CA020 Length looks like a changeable parameter but actually it isn't:



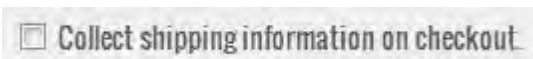
CA030 Use radiobuttons instead of checkboxes:



CA040 Featured image and video are mutually exclusive options. This is not clear from this design:



CA050 Unclear option:



Provide explanation for this or remove this checkbox.

CA060 "Test campaign" does not show the video or the featured image:

TEST CAMPAIGN BY IB 1
BY IVAN SUKBEROV

0 VOTES 30 DAYS TO GO

The WordPress Lockrat is an approved summary of about 1000 of a user.

VOTE NOW


Lockrat! November 15, 2013
@ Twitter

ABOUT THE AUTHOR

Ivan Sukberov
WordPress Contributor • View Profile

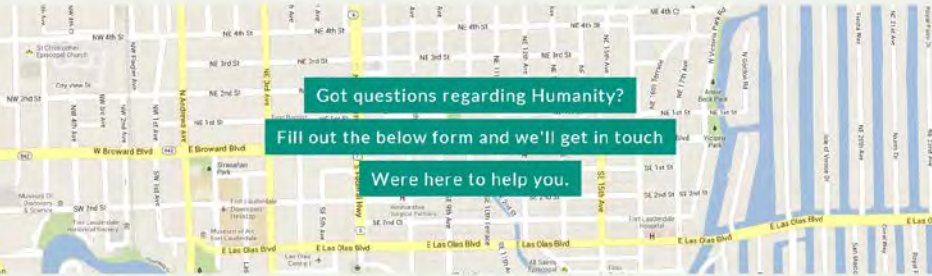
ASK QUESTION

COMMENTS 1 COMMENT



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Contact



Got questions regarding Humanity?

Fill out the below form and we'll get in touch

Were here to help you.

Where our offices are located, and how to get in touch.

Name

Email

Website

Comment

SUBMIT

CT010 It is definitely a good idea to show you on the map because physical existence is a serious factor of credibility. However, the map on your website shows neither your location nor the address.

Recommendations:

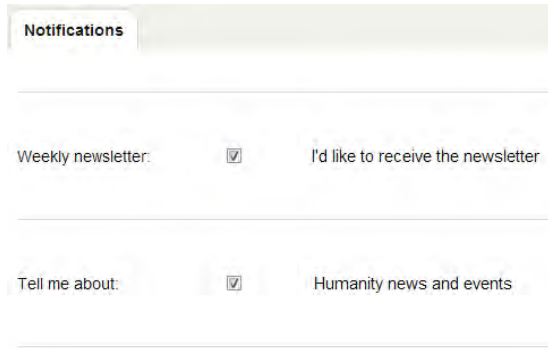
- show your address,
- show your location on the map.

CT020 Do not ask for website or explain how would you use this info.

Website

Profile

PR010 Do not preselect subscriptions to your mailings. People hate this.



The screenshot shows a 'Notifications' section with two rows of subscription options. Each row has a preselected checkbox and a text label. The first row is for a 'Weekly newsletter' with the label 'I'd like to receive the newsletter'. The second row is for 'Tell me about' with the label 'Humanity news and events'.

Usability Considerations Specific to Charity and Non-Profit Websites

NP010 For non-profit websites, the top priority is to write clearer content. *“To improve fundraising, speak plainly and answer donors’ main questions, and money will flow your way”*¹². You should also require campaign initiators to provide clear descriptions of their campaigns.

NP020 Research¹³ found that participants wanted, most of all, to see an organization’s *mission, goals, objectives, and work*. Secondly they wanted to know how the charity uses their donations and contributions. Ensure easy findability of this info on your website and provide visitors with exhaustive information about your organization.

NP030 Social media is *secondary* priority for charity websites. **“People don’t use Facebook** to research non-profit organizations or make donations. When we asked users to do this in the study, they were annoyed by non-profits that tried to push products or donations, or tried to get them to sign up for other things, like email newsletters”⁸.

NP040 Place key information for new donors *on the home page*, including the purpose of your organization¹⁴.

NP050 Never require users to search under different categories to find the donate option¹⁵.

NP060 Avoid the shopping cart model as this involves multiple steps¹⁴.

¹² Nielsen J. (2011) *Non-profit organization websites: Increasing donations and volunteering*: <http://www.nngroup.com/articles/non-profit-websites-donations/>

¹³ Nielsen J. (2009) *Donation usability: Increasing online giving to non-profits and charities*: <http://www.nngroup.com/articles/donation-usability/>

¹⁴ Bentley University Design & Usability Center, UserZoom Team Up for Online Donation Sites Study: <http://www.userzoom.com/bentley-university-design-usability-center-userzoom-team-up-for-online-donation-sites-study/>

¹⁵ MasterCard Worldwide (2006) *Improving the Usability of Online Giving: Top 10 Best Practices and Guidelines*: http://www.mastercard.com/us/merchant/pdf/Nonprofits_Online_Giving_Webinar_Final_color_printing_v1.pdf

Kwik-Kopy promo landing page audit

Version 2 | 13.11.2013

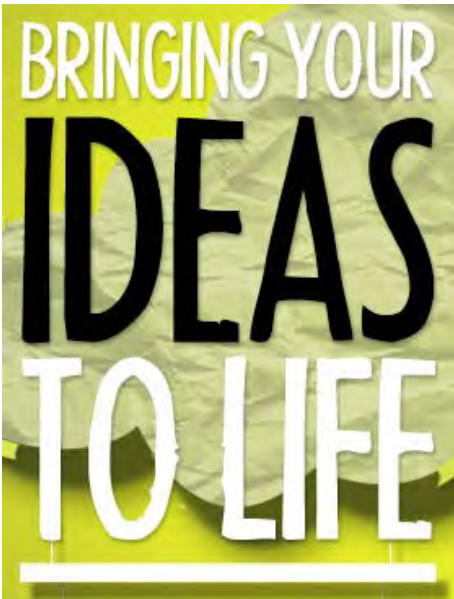
Homepage



HP010 Place your logo into appropriate place on the masthead:



HP020 Call to action (slogan?) is extremely unspecific:



Explain your offer in more concrete words.

HP030 Shape your action button as a *rectangle* button. Not many users would be able to understand that this “globule” is a clickable object:



HP035 Explain that companies with existing websites can participate too.

HP040 Avoid “stealth” duplicate links that look different but go to the same place¹.



¹ See *Blooper 17: Deceptive Duplicate Links* in: Johnson J. (2003) *Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them*, Amsterdam: Morgan Kaufmann, X+329 p.

Form Fields

Step 1

Your name*	Your email*	Your phone number*
Your Business*	Your address*	
Your ABN number	Your postcode*	Your state*
Your Nearest Kwik Kopy Centre ▼	Do you have Website: <input type="radio"/> Yes <input type="radio"/> No	
Are you an existing customer?: <input type="radio"/> Yes <input type="radio"/> No		

Step 2

Tell us why your business needs a website: *#

- I've read and accepted the [terms and conditions](#) of this competition
- I agree to be contacted as part of this promotion by phone and/or email

* Denotes required fields
Tell us 500 words or less

Submit

FF010 Step 1 / Step 2: two steps are unnecessary because there is no “continue” button after Step 1. Use a single form without “steps”.

FF015 Don't put labels inside text boxes².

FF018 If you do, clear a label if a user places a cursor into the input field:

Your name*

² See <http://www.uxmatters.com/mt/archives/2013/02/dont-put-labels-inside-text-boxes-unless-youre-luke-w.php>.

FF020 Avoid multi-column layouts³:

Your name*	Your email*	Your phone number*
Your Business*	Your address*	
Your ABN number	Your postcode*	Your state*
Your Nearest Kwik Kopy Centre ▼	Do you have Website: <input type="radio"/> Yes <input type="radio"/> No	
Are you an existing customer?: <input type="radio"/> Yes <input type="radio"/> No		

FF025 Make field borders more contrast.

FF030 If a field is optional, think about removing it:

Your ABN number

FF040 You definitely ask for excessive and duplicate information:

Ballarat ▼	Your phone number*
Your address*	
Your postcode*	Your state*

If you already know the city, then why to ask about state? If you know the phone number and this is not a mobile number, then you can calculate the city and state. If you know the postcode, then you can calculate city and state.

Recommendation: ask only for email and (perhaps) phone number, avoid all “geographical” fields. Users will expect postal spam from you if you ask them about street address at this stage.

FF050 Street address usually has *two* fields:

Address:

FF060 Radiobuttons should always have default value (**No** in your case):

Do you have Website: Yes No

Place **No** before **Yes**.

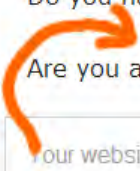
³ See “you should avoid multi-column layouts for form fields”: <http://baymard.com/blog/avoid-multi-column-forms>; “keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns”, “forms should never consist of more than one column”: <http://uxdesign.smashingmagazine.com/2011/11/08/extensive-guide-web-form-usability/>.

FF070 Place **Your website address** field just below **Do you have website** radiobuttons:

Do you have Website: Yes No

Are you an existing customer?: Yes No

Your website address



FF080 This question looks unnecessary:

Are you an existing customer?: Yes No

It is *your* duty to understand what clients are new and which are existing.

Anyway, place **No** before **Yes** and preselect **No**.

FF090 The 500-word limit looks absurd in your context:

Tell us 500 words or less

FF100 Replace this checkbox with a phrase “By clicking Submit button I confirm that I've read and accepted the [terms and conditions](#) of this competition”:

I've read and accepted the [terms and conditions](#) of this competition

FF110 This checkbox looks unnecessary in your context:

I agree to be contacted as part of this promotion by phone and/or email

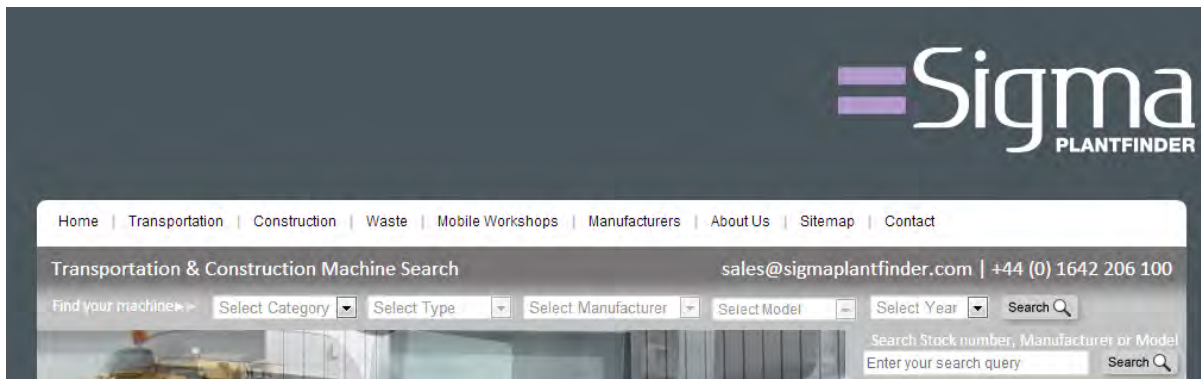
Obviously, it is expected that you will contact a participant in case he is a winner.

Sigma Plantfinder design recommendations

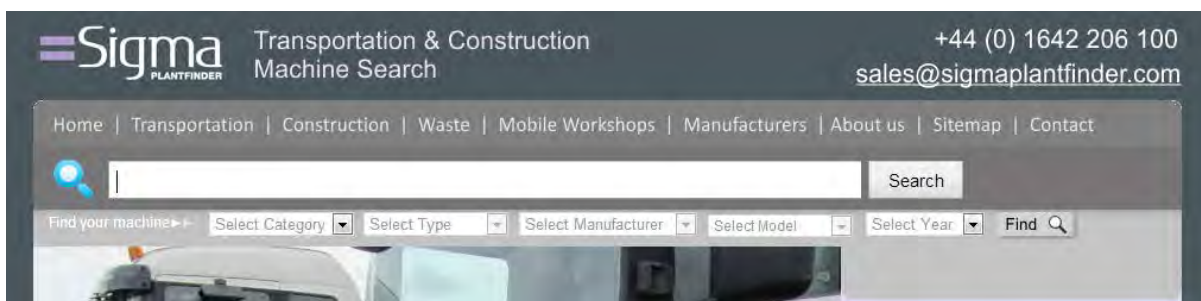
Version 2 | 15.11.2013

Masthead

Current design:



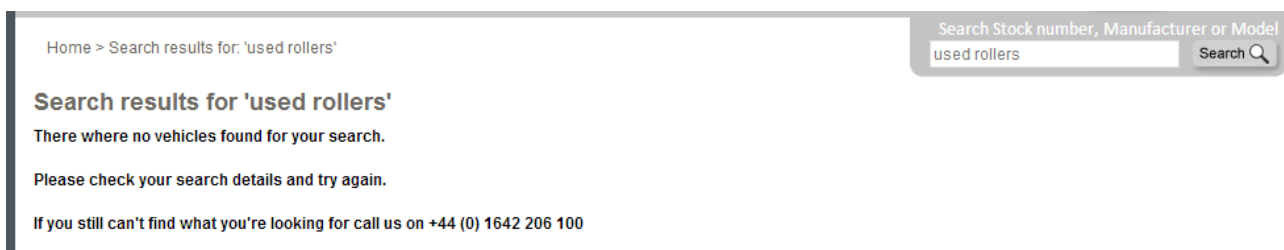
Proposed design:



MH010 Make your masthead work:


- show the theme of your website to the right of the logo,
- place your contacts at top right because this is the place where people expect them to be,
- underline email.

MH020 Search should play the central role on your website. Do not limit search requests to Stock number, Manufacturer or Model. Search for “used rollers” should bring relevant results.



Product page

Current design:




Home | Transportation | Construction | Waste | Mobile Workshops | Manufacturers | About Us | Sitemap | Contact

Transportation & Construction Machine Search sales@sigmaplantfinder.com | +44 (0) 1642 206 100


Find your machine >> Select Category Select Type Select Manufacturer Select Model Select Year Search Q

Search Stock number, Manufacturer or Model
Enter your search query Search Q

Home >> CAT CS533E



Hover mouse over image for close up



Click thumbnail to change main images

CAT CS533E

Used CAT CS533E rollers For Sale

Product Description

Used CAT CS533E rollers for sale.

CAT CS533E single drum roller, 1276hrs, fully serviced by CAT.

Interested? For more details

- Call us on +44 (0) 1642 206 100
- Email us at sales@sigmaplantfinder.com

Email Sigma

Email me details

Email details to a friend

Enquire about hiring this CAT CS533E >>

See all used CAT CS533E >>

Specification

Price: € 48,000.00


Product ID: PF 19232

Type: rollers

Year of Manufacture: 2006


Further Information: Used CAT CS533E rollers for sale CAT CS533E single drum roller, 1276hrs, fully serviced by CAT.

Other used machines in the rollers category View All Used rollers >>




Used Hamm HD90 rollers

2008



Used Hamm HD75 rollers


2008




Used Hamm DV8.42 S rollers

€ 25,500.00


2000



Pick Of The Week
View this weeks highlights
Go >>



Most Recent
View items added in the last 14 days
Go >>



Join Our Mailing List
Receive offers and news in your inbox
Go >>

Sigma
Tel: +44 (0) 1642 206 100
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Terms & Conditions | Privacy Policy

Transportation
Construction
Sitemap
Waste
Mobile
Workshops
Video

Manufacturers
About Us
Contact Us

PP010 Provide *much more* info about a product in the **Product Description** section.

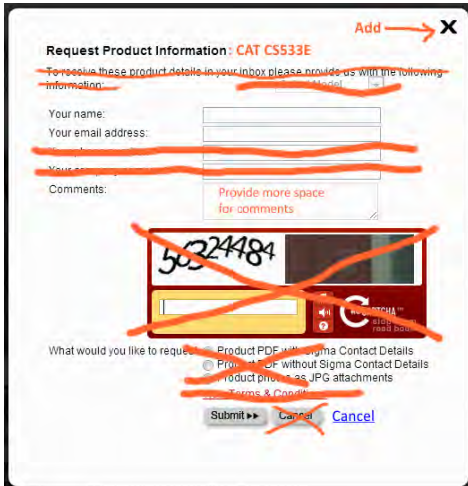
PP020 Provide both positive and negative info about a product. This will make visitors trust you.

PP030 Your action buttons look like entry fields, not buttons:

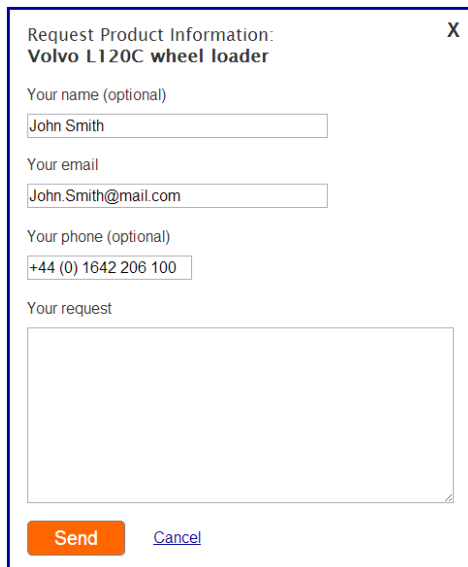


PP040 Replace these three buttons with a single button **Email me details**.

PP050 Oh mein Gott!



This form will work:



PP060 Create **Shortlist** page and provide **Add to shortlist** command on product pages.

PP070 Show **Recently viewed** items at the bottom of all appropriate pages on your website.

Юзабилити-аудит Credit.ee

Версия 1 | 08.12.2013

Общее

GE010 Ерундистику по бокам надо убрать (особенно чемоданчик доставляет). Нет никакого смысла мозолить этим глаза на каждой странице сайта.



GE030 Авторизация расположена не на своём месте.

credit.ee
разумный выбор!

Самый выгодный быстрый кредит в Эстонии!
Смотри Intress.ee

СЛУЖБА ПОДДЕРЖКИ КЛИЕНТОВ
656 0000
Пн-Пт 9-21, Сб 10-18, Вс 10-16

КРЕДИТЫ | ПОМОЩЬ | О НАС | САМООБСЛУЖИВАНИЕ | НОВОСТИ

Новым клиентам | Постоянным клиентам

Калькулятор кредита для новых клиентов
Выбери период и сумму кредита:

200 €
30 дней

Первый кредит до **500 евро** со ставкой **0%**

Сумма: **200 €**
Интерес: **0 €**
Платеж: **1 x 200 €**

Годовая ставка интереса: 0 %
Коэффициент расхочности кредита: 0 %

Начни ходатайство здесь =>

Для подачи ходатайства о кредите просим войти в клиентскую среду, используя личный код и пароль:

Личный код
Пароль

Перейти >

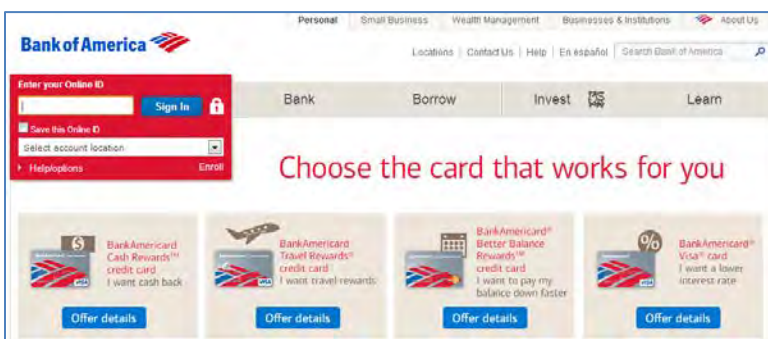
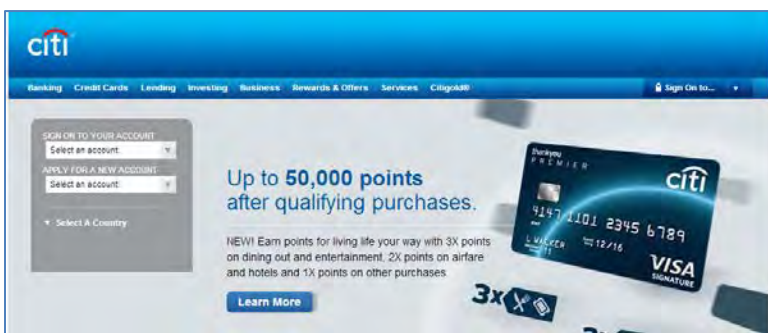
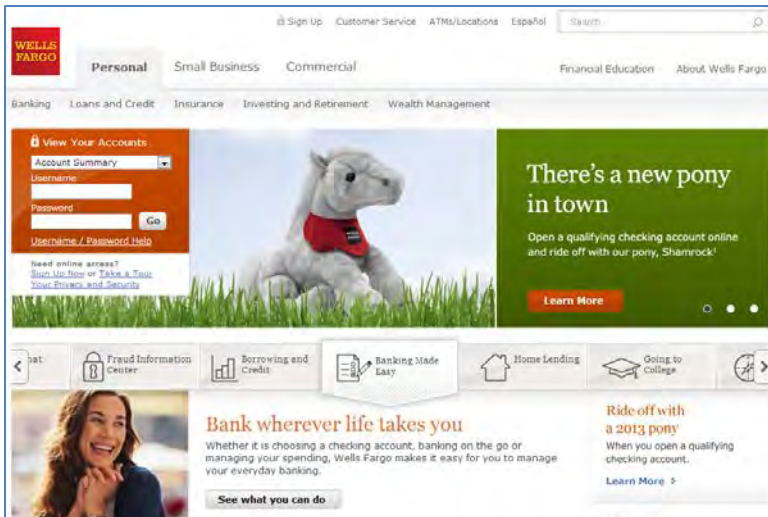
Зарегистрироваться - Забыли пароль?

Еврокалькулятор
EEK: EEK
EUR: EUR

Рассчитать >

Процедура получения кредита
3. НАШ ОПЕРАТОР СВЯЖЕТСЯ С ВАМИ

Приемлемых мест для авторизации два: верхний правый угол (стандарт для «любых» сайтов), либо – по древней банковской традиции, заложенной ещё Wells Fargo, – слева, ниже главного меню или логотипа:



Однако, второму варианту не следует, по-видимому, ни один из крупных эстонских банков, кроме Danske, да и то не совсем в классическом виде. Самое надёжное будет поместить авторизацию в верхний правый угол.

GE040 Подсказки для полей ввода должны показываться только там, где они могут помочь юзеру заполнить форму. Не надо показывать подсказку в *каждом* поле: выглядит зачастую смешно.

Имя:

Фамилия:

GE050 Подсказку в поле ввода надо затирать, если в нём курсор.

GE060 Не надо показывать баннер **Начни ходатайство здесь** на *каждой* странице сайта.



Юзер вовсю уже заполняет всякие формы для ходатайства и видит этот баннер. Естественный вопрос: «Может быть, я делаю что-то не то?».

GE070 Вообще не понятно, зачем на *каждой* странице нужен **Еврокалькулятор**. Есть гипотеза, что он может быть для чего-то нужен тем, кто когда-то брал кредит в кронах. Но скорее всего, это из разряда «а чтоб было» наподобие информеров прогноза погоды. То есть, это надо убирать скорее всего.

GE080 Не надо делать все поля ввода одинаковой ширины. Ширина поля должна подсказывать, какие данные в это поле нужно ввести (affordance).

GE090 В русской версии слишком много языковых ошибок. Надо пролечить.

Шапка

MN010 Для чего этот баннер (или что это?) не понятно. Это не ссылка, а если набрать руками Intress.ee, то грузится какой-то убогий левый сайт, не имеющий отношения к Credit.ee.



Надо убрать.

MN020 Используется весьма затасканная картинка «девушки на телефоне». TinEye.com находит 500 точно таких же мартышек на других сайтах. К тому же азиатка.



Не добавляет доверия к сайту. Нужно что-то другое.

MN030 Группа кнопок проблематична, поскольку среди двух бесполезных кнопок (соцсети) и гипербесполезной кнопки (YouTube) теряется одна полезная – отправить письмо в контору:



Кнопка отправки письма должна выделяться, а лучше показать нормальную ссылку: info@credit.ee.

МНО40 Вызов скайпа тоже плохо виден. Надо сделать заметнее.

Домашняя страница

credit.ee
разумный выбор!

Самый выгодный быстрый кредит в Эстонии! Смотри Intress.ee

СЛУЖБА ПОДДЕРЖКИ КЛИЕНТОВ
656 0000
Пн-Пт: 9-21, Сб: 10-18, Вс: 10-16

КРЕДИТЫ ПОМОЩЬ О НАС САМООБСЛУЖИВАНИЕ НОВОСТИ

Новым клиентам Постоянным клиентам

Калькулятор кредита для новых клиентов
Выбери период и сумму кредита:

200 €
30 дней

Годовая ставка интресса: 0 %
Коэффициент расходности кредита: 0 %

Первый кредит до 500 евро со ставкой 0%

Сумма: 200 €
Интресс: 0 €
Платеж: 1 x 200 €

ПОДАТЬ ХОДАТАЙСТВО >

Начни ХОДАТАЙСТВО
Адрес >

Для подачи ходатайства о кредите просим войти в клиентскую среду, используя личный код и пароль:

Личный код
Пароль

Перейти >

Зарегистрироваться - Забыли пароль?

Еврокалькулятор
EEK: €€€
EUR: €UR

Рассчитать >

Процедура получения кредита
3. НАШ ОПЕРАТОР СВЯЖЕТСЯ С ВАМИ

Перед заключением договора ознакомьтесь с условиями и посетуйтеб у специалиста. Примеч: коэффициент расходности кредита 500€ на год - 65,65%

Credit.ee OÜ предлагает своим клиентам самый лучший быстрый кредит от 50 до 2000 евро на срок от 15 до 720 дней. Преимущества Credit.ee:

- Низкие процентные ставки, в сравнении с другими предприятиями быстрого кредитования;
- Бесплатное рассмотрение кредитного запроса и выдача займа;
- Индивидуальное обслуживание каждого клиента, конфиденциальность и секретность персональных данных;
- Широкие возможности получения и возврата займа;
- Первый кредит до 500 евро на 30 дней бесплатный а.е. займ без процентов (0% интресс);
- НОВОСТИ! Ссудка на интрессы до - 30%.

Мы желаем создать обоюдно выгодное сотрудничество с каждым клиентом, обеспечивая полную информацию об услугах, выгодные условия и индивидуальные решения каждому клиенту.

Каждому клиенту разрабатывается индивидуальное предложение, которое создается на основании возраста, кредитной истории и длительности сотрудничества. Таким образом, мы помогаем клиентам оценить свою платежеспособность, основываясь на наш опыт. Дополнительно мы предоставляем консультации о принципах ответственного кредитования, чтобы заемщик самостоятельно смог оценить свои возможности вернуть займ.

Мы понимаем, что каждый из нас время от времени попадает в финансовые трудности, поэтому предлагаем возможность отложить ежемесячный платеж на 5, 15 или 30 дней.

Для удобства клиента, все условия договора, правила возврата и платежи за быстрый кредит отображены и доступны, и их в любой момент можно посмотреть в своем профиле.

Credit.ee OÜ 2013 | info@credit.ee | Служба поддержки клиентов 656 0000 • P. Tugiloo tn 19, Tallinn, 11014 (Tugiloo Ateenus)
Внимание! Каждый кредит представляет собой финансовое обязательство. Хорошо обдумайте свое решение, ознакомьтесь с условиями кредитного договора и при необходимости посетуйтеб с нашими специалистами.

Обратно наверх

НР010 Некоторое противоречие: с одной стороны, имеется калькулятор кредита, который считает с точностью до цента, с другой, на этой же странице написано:

Каждому клиенту разрабатывается индивидуальное предложение, которое создается на основании возраста, кредитной истории и длительности сотрудничества.

В результате не понятно, зачем нужен калькулятор, и что за цифры он показывает.

HP020 Карусель свою функцию (показать порядок получения кредита) не выполняет. Юзер видит её не с первого, а с произвольного кадра, всё крутится слишком быстро, там ещё мелким шрифтом зачем-то что-то написано... Тяжкий бред, короче.



Надо убирать карусель: порядок действий вполне можно показать на статической картинке.

Калькулятор

Калькулятор кредита для новых клиентов

Выбери период и сумму кредита:



Годовая ставка интресса: 0 %
Коэффициент расходности кредита: 0 %

Первый кредит до 500 евро со ставкой 0%

Сумма: 200 €

Интресс: 0 €

Платеж: 1 x 200 €

0 ПОДАТЬ ХОДАТАЙСТВО »

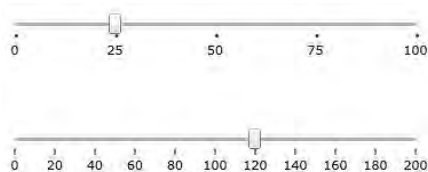
CL010 Инструкция гласит **Выбери период и сумму кредита**, а на самом деле сперва идёт сумма, а потом период. Надо написать **Выбери сумму и период кредита**.

CL020 Контролы выбора периода и суммы выглядят как непрерывные слайдеры, но в действительности они дискретные.

Варианты суммы: 50, 100, 150, 200, 250, 300, далее сотнями до 2000.

Варианты периода: 15, 30, 60, 90, 120, 150, 180, 210, 240, 270, 300, 330, 360, 450, 540, 630, 720.

Раз значения дискретные, значит должны быть засечки:



(NB Слайдеры ни в коем случае не должны быть непрерывными, иначе не удастся выбрать нужную сумму.)

CL030 Не все комбинации сумм и периодов допустимы: мелкие суммы нельзя взять на длительный срок (например, 200 нельзя взять больше, чем на 360 дней), а крупные нельзя взять на короткий (например, 1000 нельзя взять меньше, чем на 180 дней).

То есть, юзер двигает из дефолтного положения (200 на 30 дней) верхний слайдер вправо и по достижении суммы 1000 видит непонятное:

Калькулятор кредита для новых клиентов

Выбери период и сумму кредита:

1000 €

30 дней

Годовая ставка интресса: -

Коэффициент расходности кредита: -

Первый кредит до 500 евро со ставкой 0%

Сумма: -

Интресс: -

Платеж: -

ПОДАТЬ ЗАДАЧА

В данной ситуации юзер может подумать что-нибудь неправильное (вариантов много), а никакой подсказки нет. Более того, даже если у юзера возникает правильная гипотеза, и он начнёт двигать нижний слайдер, практикой она не сразу подтверждается, поскольку 1000 нельзя взять ни на 60, ни на 90, ни на 120, ни на 150 дней: минимальный срок составляет 180 дней.

(Никакой логики, кстати, не просматривается: 900 можно взять хоть на 15 дней, а 1000 – только от 180 дней.)

С этим надо что-то делать. Вариант лечения: визуально дизэблить крайние диапазоны сумм и периодов в зависимости от текущего положения слайдеров и соответственно делать автоматический перескок позиции «ведомого» слайдера, если «ведущий» слайдер ушёл за пределы допустимых для «ведомого» слайдера вариантов. Другой вариант: просто писать: «Минимальный период для кредита 1000 составляет 180 дней». Но вообще-то лучше просто забить на слайдеры, см. **CL050**.

CL040 В финансовых делах люди не мыслят днями, а считают сроки неделями, месяцами и годами. Какой нормальный человек может сходу сообразить, что такое 630 дней? Поэтому надо вместо дней показывать человеческие величины.

CL050 Люди обычно знают, какая сумма им нужна, и эта сумма может отличаться от предлагаемых вариантов. Допустим, некто хочет купить швейную машинку и шить на ней штаны на продажу. Машинка стóит 360. Но сайт предлагает либо 300 (не хватит на машинку), либо 400 (не хочется платить проценты с лишней суммы). Поэтому надо заменить слайдер выбора суммы на *поле ввода* суммы, а период выбирать из *дропдауна* или *группы радиобаттонов*.

CL060 Знак умножения не очень понятен:

Платеж: **8 x 210.14 €**

Надо заменить на:

8 платежей по 210.14 €

Регистрация

Общие данные Имя: Например: Juhan Фамилия: Например: Juurikas Ваш личный код: Например: 37902292701 Номер банковского счета: Например: 22101000000000 Адрес электронной почты: Например: juhan@juurikas.ee	Контактные данные Уезд: пожалуйста, выберите Город: пожалуйста, выберите Адрес: Например: Munga 2a-4 Почтовый индекс: Например: 12345 Телефон: Например: 55 666 444
Безопасность Пароль: Повторите пароль: Тип документа: <input type="radio"/> ID-карточка <input type="radio"/> Паспорт <input type="radio"/> Вид на жительство <input type="radio"/> Водительское удостоверение Номер документа: Например: A123123 Документ действителен до: Например: 30.08.2018	Дополнительная информация Язык общения: <input type="radio"/> Эстонский <input type="radio"/> Русский Как Вы узнали о нас? <input type="checkbox"/> TV <input type="checkbox"/> Другое <input type="checkbox"/> Neti.ee <input type="checkbox"/> Радио <input type="checkbox"/> Google Зарегистрироваться Подтверждаю, что предоставленные данные правильные. <input type="checkbox"/> Зарегистрироваться >

RE005 Форма регистрации выглядит громоздкой. Все ли поля там нужны?

Чем тяжелее форма, тем у людей меньше желания её заполнять. Да и просто может не быть достаточно времени.

Регистрацию нужно максимально упростить, а все эти вопросы можно задать на следующем шаге.

RE010 Следует избегать форм с двумя колонками:

“you should avoid multi-column layouts for form fields”

<http://baymard.com/blog/avoid-multi-column-forms>

“keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns”, “forms should never consist of more than one column”

<http://uxdesign.smashingmagazine.com/2011/11/08/extensive-guide-web-form-usability/>

RE015 Порядок табуляции довольно безумный: с поля **Адрес электронной почты** уходим на **Уезд**, с **Телефон** переходим на **Пароль**, с **Документ действителен до** прыгаем на **Язык общения**.

В частности, есть неудачный момент: если юзер жмёт **Tab** после заполнения поля **Адрес электронной почты**, то «фокус теряется», поскольку идёт перескок на *дропдаун* **Уезд**. В результате юзер не видит, куда подевался курсор.

RE020 Есть конкретный баг. Если не сделать выбор в группе чекбоксов **Как Вы узнали о нас?** (а это естественное поведение юзеров, потому что они очень не любят отвечать именно на этот вопрос, ибо он не имеет отношения к делу) и нажать кнопку **Зарегистрироваться**, то страница дёрнется (автоскролл неизвестно к какому месту) и «ничего не произойдёт»:

Общие данные Имя: Ivan Фамилия: Burmistrov Ваш личный код: 35911230060 Номер банковского счета: 336679850009 Адрес электронной почты: Ivan@interUX.com	Контактные данные Уезд: Харьюмаа Город: Tallinn Адрес: Tungla 27-2 Почтовый индекс: 10911 Телефон: 55580744
Безопасность Пароль: Повторите пароль: <input checked="" type="radio"/> ID-карточка <input type="radio"/> Паспорт <input type="radio"/> Вид на жительство <input type="radio"/> Водительское удостоверение Номер документа: A123123 Документ действителен до: 30.08.2018	Дополнительная информация <input type="radio"/> Эстонский <input checked="" type="radio"/> Русский <input type="checkbox"/> TV <input type="checkbox"/> Другое <input type="checkbox"/> Neti.ee <input type="checkbox"/> Радио <input type="checkbox"/> Google Зарегистрироваться Подтверждаю, что предоставленные данные правильные. <input checked="" type="checkbox"/> Зарегистрироваться »

Сообщения об ошибке нет, и что делать неизвестно. Клики по **Зарегистрироваться** эффекта не имеют. Тупик.

RE030 Сообщения об ошибках не выделены красным и совершенно не заметны:

Ваш личный код:

35911230060

- Пользователь с таким исикукодом уже есть

Номер банковского счета:

336679850009

- Пользователь с таким расчётным счётом уже есть

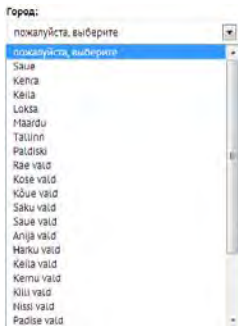
RE040 В случае ошибки при заполнении формы (а при заполнении такой здоровенной формы они неизбежны) пароль зачищается.

Пароль:

Повторите пароль:

Никогда не надо так делать.

RE050 Непонятный принцип сортировки в этом списке:



Надо по алфавиту: сперва города, потом волости.

RE060 Поля **Почтовый индекс** и **Телефон** не проверяются:

Почтовый индекс:

1091165847

Телефон:

372555807458484

Может быть, они и не нужны ни для чего?..

RE065 Чекбокс можно заменить на фразу «Нажимая на кнопку “Зарегистрироваться”, я подтверждаю правильность введённых данных»:

Подтверждаю, что предоставленные данные
правильные.



Ну и чекбокс должен предшествовать метке, а не стоять после неё сиротой какой-то.

RE070 Подтверждение регистрации, присылаемое по емейлу, не несёт полезной информации, и поэтому, скорее всего, будет немедленно удалено пользователем:

Регистрация на Credit.ee

Credit ee OÜ <info@credit.ee>

Отправлено: Пт 06.12.2013 15:02

Кому: Ivan Bumistrov

Ув. Ivan Bumistrov,

Благодарим вас за регистрацию на Credit.ee!

В случае, если у вас появятся какие-либо вопросы касательно нашего сайта или процесса получения кредита, пожалуйста свяжитесь с нашим центром поддержки по телефону 656 0000 или емейлу info@credit.ee.

С уважением,

Credit.ee
Разумный выбор!

Добавьте сюда логин (сообщите, что логином является личный код) и пароль, и это письмо сохранят.

Анкета ходатайства о кредите

Анкета ходатайства о кредите
Желаю подать ходатайство 500 € сроком на 30 дней. (10 минут)

Желаю получить кредит:
 Не знаю/точно не скажу
Цель использования кредита:
 Домашнее хозяйство

В Вашей семье есть иждивенцы?
 Независимые дети
 Взрослые родители
 Безработные члены семьи
Количество иждивенцев:
Годовые иждивенцы

Место работы:
Место работы:
Должность:
Обработанные кредиты на данном месте работы:
 Изначальный срок
 Полный срок
 Безработный/быв.

Тип места жительства:
 Съемная квартира/дом
 Купил у родственников/знакомых
 Купил квартиру/дом
 Другое
Ничего не имею:
Не могу ответить точно
Вместе с кем работаете:
Семейное положение:
 В браке / в браке,
 Разведен
 В разводе
 В гражданском браке

Образование:
 Начальное
 Основное
 Среднее профессиональное
 Среднее
 Высшее
 Нет
Характеристики:
Используете ли Вы кредитные средства?
 Нет
 Да
Используете ли Вы кредитные средства 3 раза в неделю?
 Нет
 Да

Управляет ли Вы в кредитные инструменты?
 Систематически в выходные
 Гараж раз в год
 1-4 раза в месяц
 Ни разу вообще

Дополнительная информация:
А кто-либо принуждает или заставляет Вас иным способом взять кредит?
 Нет
 Да
Имеется ли у Вас кредиты или другие задолженности, которые взыскиваются через суд или исполнительный лист?
 Нет
 Да
Берли ли Вы ранее кредиты? (Если да, то какие?)
 Потребительский
 Бытовой кредит
 Личный автомобильный
 Кредитная карта
 Прочие в расписании
 Параллельный кредит
 Ипотечный кредит
 Нет опыта

Есть ли у Вас действительные финансовые обязательства? Если да, то какие и в каком размере?
Тип кредита: Контакт: Контактный адрес: Отток обязательств: Максимальная сумма:
Выберите тип кредита: Выберите кредитора: Срок: Выберите тип кредита: Выберите кредитора: Срок: Выберите тип кредита: Выберите кредитора: Срок: Выберите тип кредита: Выберите кредитора: Срок:

Другие источники информации о состоянии дел иждивенцев кредит, которую Вы должны предоставить:
Дополнительные комментарии: дополнительные сведения, дополнительные комментарии, дополнительные комментарии

Подтверждение ходатайства:
 Подтверждаю, что предоставленные данные правдивы и я ознакомился с условиями использования и графиком Credit.ee OÜ, с которыми находится в стандарте предоставления кредита и с условиями обслуживания данных, их обработки и передачи, и в случае необходимости.
 Подтверждаю, что в действительности не состою в какой-либо кредитной службе и не имею никаких обязательств по кредитам.
 Подтверждаю, что я ознакомился с условиями использования и графиком Credit.ee OÜ.

Сумма: 500€
Срок: 30 дней
Введен: 3.12.2013

Отправить ходатайство

QE010 Запрашивается дикий объём не поддающейся проверке информации. Юзер может легко сфальсифицировать ответы, поскольку в каждом случае очевидно, какой ответ является «правильным». (Хотя, возможно, слишком позитивные анкеты могут быть сигналом приглядеться к заёмщику повнимательнее. Либо хотят фанерку под попу подстелить на предмет возможных разбирательств в инстанциях. По-любому выглядит дурью какой-то.) В общем у юзера встаёт вопрос: «А таки зачем вы всё это спрашиваете?».

По-хорошему, эту анкету надо убирать. Пусть выясняют все моменты по телефону, поскольку они по-любому звонят заёмщику перед выдачей кредита. Это невероятно надёжнее (если на телефоне будут грамотные люди, конечно).

QE020 Снова форма из двух колонок. Проблемы при заполнении неизбежны.

QE030 Единственный радиобаттон – это нонсенс:

Желаю получить кредит

На банковский счет

Цель использования кредита:

Цель использования кредита

QE040 Вариант **Безработный/ая** должен стоять где-то в начале секции, а не в конце:

Место работы

Место работы:

Место работы

Должность:

Должность

Отработанное время на данном месте работы:

Испытательный срок

Меньше года

Больше года

Безработный/ая

QE050 У каждой группы радиобаттонов всегда должен быть дефолтный выбор.

Образование

Начальное

Основное

Среднее техническое

Среднее

Высшее

Нет

Играете ли Вы в азартные игры?

Как минимум раз в неделю

Пару раз в год

1-3 раза в месяц

Не играю вообще

Глупая идея разработчиков понятна, но тем не менее. Это вам интернет, а не бумажная анкета. Юзеры знают, как должны работать радиобаттоны: не так, как на этом сайте.

При этом надо дефолтить «хороший» вариант ответа: Наркоманишь небось? – **Нет, боже упаси!** Водку пьёшь с утра или ближе к обеду? – **Вообще не пью её проклятую!** Семейное положение? – **Замужем/женат**, а вовсе не **Вдова/вдовец (!)**:

Семейное положение

- Вдова / Вдовец
- Холост
- Замужем / Женат
- В разводе
- В гражданском браке

QE060 Если в форме регистрации подсказки *иногда могли* играть какую-то полезную роль, то в этой форме вместо подсказок внутри полей просто дублируются метки, что выглядит бессмысленно:

Нетто доход в месяц:

Нетто доход в месяц:

Ежемесячные расходы:


Ежемесячные расходы

Другая информация относительно цели ходатайствования кредита, которую Вы хотите нам сообщить

Другая информация относительно цели ходатайствования кредита, которую Вы хотите нам сообщить

Рекомендации по дизайну сайта KupiStarinu.ru

Версия 2 | 15.12.2013


**Купи Старину!**

+7 964 558-01-25
(Москва) info@kupistarinu.ru
Site: kupistarinu.ru

Корзина
Старинные: **6 шт**
Сумма: **1 500 500 Р**
[Оформить заказ](#)

Поиск


[Оплата](#) [Доставка](#) [Гарантии](#) [Статьи](#) [Форум](#) [Контакты](#)




Иконы деревянные
до 30 000 Р
до 100 000 Р
до 100 000 Р

Иконы бронзовые
Иконы печатные
Складни бронзовые
Кресты бронзовые
Иконы
Стекло
Дорого и очень красиво
Старинные кухонные принадлежности
Иконы современные
Архив


Почему у нас?







Мы помогаем!







Свой роли







Лучшие предложения: [Смотреть все предложения](#)

 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить
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Новые предложения: [Смотреть все предложения](#)

 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить
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Дорого и красиво: [Смотреть все предложения](#)

 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить	 <p>Двенадцать Праздник Двенадцать Праздник Серебро, дерево 10 000 Р до 10 000 Р</p> Купить
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Действительно, почему нужно покупать старинные предметы именно у нас, а не у многочисленных продавцов и участников аукционов, которых ныне очень много в сети? Любой старинный антикварный предмет, проживав свою жизнь у разных хозяев, несет на себе не только следы нормального износа, бытования, но и может содержать следы реставраций, подделок. Но современные условия дают толчок и в развитии бесконечных подделок, совершенных недавних вмешательства в уникальные предметы с целью введения Покупателей в заблуждение, а единственной целью таких «реставраций» является, естественно, повышенная стоимость, которой эти предметы совершенно не соответствуют.


Кто то не утруждает себя качественными фотографиями и описаниями лотов, кто то умышленно не указывает цен на товары, одним словом, Вам всегда приходится быть в настороженном и держать ухо востро, для нас тоже подобное поведение торговцев вызывает только подорожание. Хорошо, если Вы являетесь экспертом в этой области, а если просто решили сделать подарок родственнику, другу, начальнику?

Мы в соцсетях



Подписка на рассылку

Способ оплаты



Разделы сайта

- [Иконы деревянные](#)
- [Иконы бронзовые](#)
- [Иконы печатные](#)
- [Складни бронзовые](#)
- [Кресты бронзовые](#)
- [Иконы](#)
- [Стекло](#)

Дорого и очень красиво

- [Архив](#)
- [Стекло](#)
- [Гарантии](#)
- [Статьи](#)
- [Портфолио](#)

Статьи

- [Как выбрать икону?](#)
- [Иконы в подарок](#)
- [Скоропеченная икона](#)
- [Часто задаваемые вопросы](#)
- [Внимание, иконы подделки!](#)

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Рекомендации по дизайну сайта KupiStarinu.ru
Версия 2 | 15.12.2013

1

1. Картинка по левому борту (положил её набок, чтобы места не занимала):



Во-первых, лишнее. Во-вторых, винтаж давно не в моде. В-третьих, не надо разворачивать свой сайт «спиной к посетителю» (картинка подкорково именно так воспринимается).

2. Лого, название и слоган:



Лучше как-то так:



Купи Старину! надо без восклицательного знака (не надо орать на покупателя), и **старина** с маленькой буквы.

3. Контакты:



Код города пишут мелкими цифрами только если он **495**. **Емейл** надо подчеркнуть и сделать синим (ну и он естественно должен быть ссылкой "mailto:"). **Skype** пишется через "y" (тоже, естественно, должен быть ссылкой, запускающей скайп). Лучше оформить вызов скайпа их стандартной кнопкой. Контраст для емейла и скайпа надо выше: сейчас выглядит как малозначащая информация, а между тем это «самое главное».

4. Корзина:



Пиктограмма корзины должна быть слева, а не справа:



Лучше использовать хорошо-распознаваемую пиктограмму, а не карикатурку, тогда можно вообще не писать слово **Корзина** (заодно освободится место для кнопки **Перейти в корзину**):



Старины не понятно. Лучше **Предметов старины** или просто **Предметов**.

шт и **символ рубля** можно не писать.

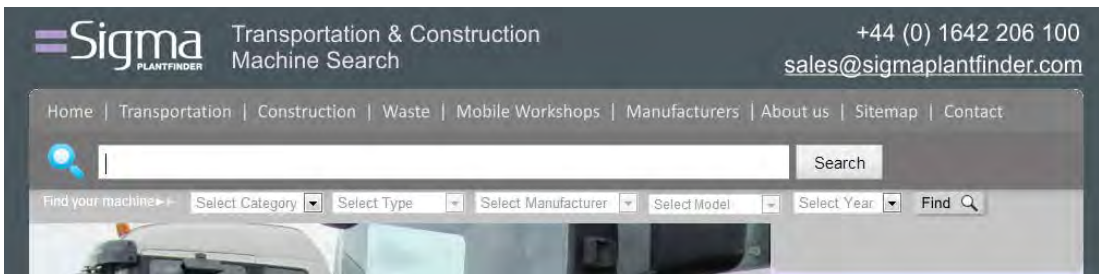
Лучше не **Оформить заказ**, а **Перейти в корзину**. И это должна быть не *ссылка*, а хорошая *кнопка*.

5. Поиск



Таким поиском никто пользоваться не будет.

Поиск должен стоять ниже горизонтального меню, быть «большим», справа должна быть кнопка **Найти**, фон поисковой строки должен быть не серым (выглядит как «неактивный объект»), а белым. Пример:



6. Вкладки:



Всё проблематично. Во-первых, малозаметно. Во-вторых, и это главное, не понятно, чем эти предложения *лучшие*. Естественный вопрос посетителя: «Каков критерий *лучше*сти?». В-третьих, почему в единственном числе? Наверно, лучше будет **Лучшие предложения**. **Смотреть** – лишнее слово, надо просто **Все предложения**.

И тут нужны фильтры какие-то, хотя бы по веку.

7. Иконостас:



Не понятно, тут одна кнопка или две: **Добавить в корзину** (с пиктограммой) и **Купить**. Лучше заменить на кнопку **Подробнее** (никто не будет покупать икону, не прочитав её описание: это не зубная паста). И кнопка уж точно не должна быть серой (опять-таки выглядит как «неактивный объект»). Кнопка действия должна быть стандартного **оранжевого** цвета.

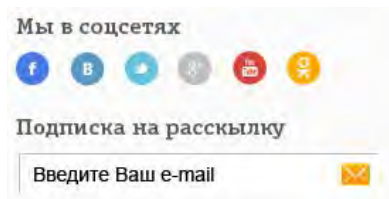
8. Сеошная (по-видимому) писанина:

Действительно, почему нужно покупать старинные предметы именно у нас, а не у многочисленных продавцов и участников аукционов, которых ныне сколько много в сети? Любой старинный антикварный предмет, прошедший через века, у разных хозяев, несет на себе не только следы нормального износа, бытования, но и может содержать следы реставраций, поновлений. Но современные условия дают толчок и в развитии бесконечных гаджетов, совершеннейших научных вмешательств в уникальные предметы с целью введения покупателей в заблуждение, а единственной целью таких реставраций является, естественно, повышение стоимости, поэтому предметы совершенно не соответствуют:

Кто-то не утруждает себя качественными фотографиями и описаниями лотов, кто-то умышленно не указывает цену на товары, одним словом, Вам всегда приходится быть на напряжении и держать ухо острого, для нас такие подробные поведенческие торговцев вызывает только подорожание. Хорошо, если Вы являетесь экспертом в этой области, а если просто решили сделать подарок родственнику, другу, знакомому?

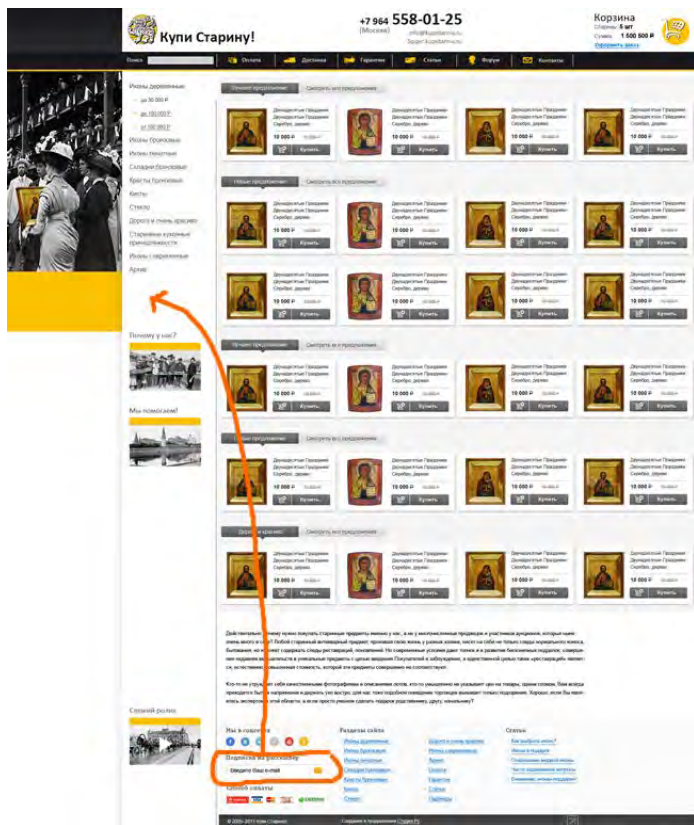
Текстов, которые никто (кроме поисковых роботов) читать не будет, на сайте быть не должно.

9. Соцсети и подписка:



Забейте на соцсети: они не работают (ну, может быть, за исключением транснациональных монстров).

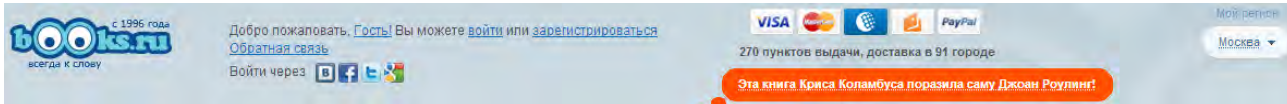
А вот подписка работает. Но она расположена не там, где надо. Её надо примерно сюда:



10. Способы оплаты:



Я бы это вообще в шапку засунул. На Books.ru рулят, конечно, профаны, но насчёт способов оплаты и доставки они пожалуй правы:



Четвёртая пиктограмма («нал»?) непонятна. Нарисуйте монеты что ли вместо пятитысячной купюры. Или просто напишите **Наличные** красивыми буквами.

Порядок следования: Visa, Master, Сбер, Альфа. Нал либо первым, либо последним.

11. Что это и зачем, вообще не понял:



Юзабилити-экспертиза сайта ON24.ee

Версия 4 | 29.07.2013

Общие замечания (GE)

GE010. Шапка «пустая». Надо напихать в неё изображения товаров (стулья, столы, шкафы и проч.), чтобы сходу было понятно, чем занимается сайт.

GE030. Скайпо-контакт плохо заметен, надо его сделать выпуклее.

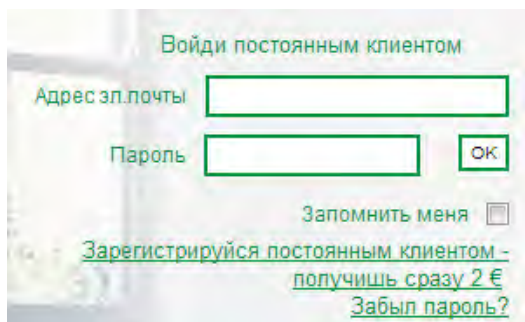
GE040. Не надо менять палитру в зависимости от выбранного раздела сайта.

GE050. Корзина – это самая существенная вещь, нельзя её ставить в один ряд с мелочёвкой.



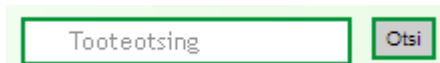
Кстати, здесь всё неправильно, не только корзина. Выбор языка надо сделать как положено, с флажками. Кнопку (i) надо перевести, например, в горизонтальное меню и сделать пунктом **Оплата и доставка**. Кнопку логина надо преобразовать в постоянно-действующие поля в шапке.

GE060. Форму логина надо укомпактировать и разместить в шапке в правом верхнем углу.



€2 за регистрацию – это, пожалуй, не стимул, а «юмор», поскольку речь идёт о мебели. Надо обещать скидку 5%.

GE070. Поиск – это центральный момент. Не только брать пример с Living.ee и Sotka.ee, но сделать поиск **ещё** выпуклее.



GE072. Размеры поля поиска можно просто скопировать с Гугла. Можно предположить, что эти размеры не взяты Гуглом с потолка, а научно вычислены.

GE075. Эстонская версия сайта не позволяет искать по-русски, и наоборот. Если юзер вводит русское слово на эстонском сайте, надо автоматически переключаться на русский сайт и искать, а не писать, что ничего не найдено.

GE078. Поиск должен быть толерантен к ошибкам ввода и орфографическим ошибкам.

GE080. В урлах не должно быть сессионной требухи, потому что решения о покупке серьезных вещей принимаются коллективно, и люди пересылают друг другу урлы:

<http://ru.on24.ee/?jsessionid=885EF5210948220663581EE218F64651>

Умный юзер поостережётся пересылать такой урл.

GE090. Не использовать красный цвет нигде, кроме как в сообщениях об ошибках. Если спецпредложение – красить в зелёный, а не в красный.

GE100. Привести в порядок русский язык.

Главная страница (НР)

НР010. Убрать бессмысленные баннеры (heros), они абсолютно впустую съедают самую ценную площадь. Если есть «идеи» запустить там карусель, как это сделано на Living.ee, то пресечь в зародыше – **карусели не работают**. На детской странице также убрать бэкграунд.



НР020. Категории товаров надо расположить не листом, а прорезиненным гридом. Ссылки на подкатегории попробуем оставить. У Viigardi сделано правильно, у ZipZip идея правильная, но реализована чуть кривее. Новинки/бестселлеры/спецпредложения идут ниже, тремя секциями, тоже гридом. Правый фрейм со спецпредложениями ликвидировать вообще.



Furniture at Amazon.com
 Amazon's Furniture Store showcases hundreds of styles of furniture for any room in your home. Whether you're shopping for a comfy chair to curl up in with a good book, or a sofa that's large enough to accommodate family and friends, Amazon's vast collection of brands has you covered. Furniture is what defines our living spaces and makes a home. Which is why it's so important that the pieces you choose serve your needs—whether you're decking out a [home office](#), getting a room ready for baby with products from our [Baby Furniture Store](#), or picking out a [dining room table](#) to host a holiday meal.

Amazon.com also offers a broad array of [office furniture](#), including [office chairs](#), [office desks](#), and [cabinets](#) to keep you organized. Find your ideal furniture for your home today at Amazon.com.

Home & Kitchen - Furniture & Décor

Showing 1 - 24 of 5,391,331 Results

Sort by: New and Popular







 <p>Magnesium Fire Starter \$1.44 \$4.25 Save 66% Order in the next 6 hours and get it by Wednesday, Apr 10. Eligible for FREE Super Saver Shipping. More Buying Choices \$0.68 new (34 offers) 4.5 stars (1,480)</p>	 <p>Acu Rite Indoor Humidity Monitor \$10.00 \$9.18 Order in the next 6 hours and get it by Wednesday, Apr 10. Eligible for FREE Super Saver Shipping. More Buying Choices \$6.79 new (8 offers) 4.5 stars (1,181)</p>	 <p>Safety 1st Heavenly Dreams White Crib Mattress \$54.00 \$39.00 in Stock Free Super-Saver Shipping & Free Returns. See Details. More Buying Choices \$36.99 new (12 offers) 4.5 stars (1,221) Show only Safety 1st items</p>
 <p>Sony ICF-C318 Clock Radio with Dual Alarm (Black) \$16.00 \$19.79 Order in the next 6 hours and get it by Wednesday, Apr 10. Eligible for FREE Super Saver Shipping. More Buying Choices \$12.51 new (37 offers) \$7.20 used (14 offers) 4.5 stars (1,940)</p>	 <p>Marilyn Monroe Wall Decal Decor Quote Face Red Lips Large Nice Sticker \$24.00 \$9.39 in Stock More Buying Choices \$9.39 new (20 offers) 4.5 stars (1,140)</p>	 <p>Graco Pack N Play Playard with Bassinet, Pasadena \$160.00 \$55.99 Order in the next 3 hours and get it by Wednesday, Apr 10. Free Super-Saver Shipping & Free Returns. See Details. More Buying Choices \$55.99 new (10 offers) 4.5 stars (1,420) Show only Graco items</p>

Рис. 1. Мебель на Амазоне

Рис. 2. Главная страница Viigardi.ee

НРОЗО. В спецпредложениях надо указывать название товара.



HP040. Косметику надо упразднить как непрофильный раздел.

Страницы категорий (CA)

CA010. Переделать фильтрацию с дропдауна на чекбоксы.

CA020. Дефолтная сортировка совершенно не ясна. Нужно её показать. Кроме сортировки по цене, реализовать также сортировку по популярности, новизне, спецпредложениям.

Reasta arvutilaad, kirjutuslauad ja töötoad hinna järgi, alates [kallimast](#) | [odavamast](#)

CA030. Пиктограммка TOP100 не разъяснена и работает странно: переводит на карточку товара. Наверно, это рейтинг популярности по всему магазину. Так не надо. Надо сделать TOP10 в конкретных категориях:

TOP10

В категории

Рабочие столы

Карточка товара (product page) (PR)

PR010. Описание товара облеплено кросс- и ап-селлинговыми вариантами (причём вперемежку) как мухами, что мешает сосредоточиться на рассматриваемом товаре.

Рабочий стол Function

Цена: 185 €

Цена -10% со счёта постоянного клиента

Срок доставки **домой** до 10 рабочих дней
Срок доставки **"Товар со склада"** в течении 1-5 дней

Условия рассрочки Спроси дополнительную информацию Повторяющиеся вопросы

Количество:

ДОБАВИТЬ В КОРЗИНУ

Самые популярные

- Цена: 118 €
- Цена: 138 €
- Цена: 97 €
- Цена: 90 €
- Цена: 225 €
- Цена: 84 €

Цена: 29 €	Цена: 121 €	Цена: 190 €	Цена: 145 €
Цена: 218 €	Цена: 85 € Попытка цены: 87 €	Цена: 126 €	Цена: 101 €
Цена: 25 €	Цена: 129 € Попытка цены: 71 €	Цена: 110 € Попытка цены: 88 €	

PR020. Кнопка действия **Добавь в корзину** незаметна. Надо сделать её, как и положено, оранжевой.

PR030. Описание и условия плохо отформатированы, надо переделать.

Рабочий стол Function CM-11157

- У письменного стола 4 ящика на металлических рельсах
- за дверью одна полочка
- ручки из пластика
- задняя сторона стола с обработкой
- изготовлен из мебельной пластины с фольговым покрытием
- первый цвет комбинированной обработки показывает цвет каркаса, второй - цвет фасадных панелей

[Инструкция по сборке здесь](#)

Цена: 185 € **TOP100**

Цена -10% со счёта постоянного клиента

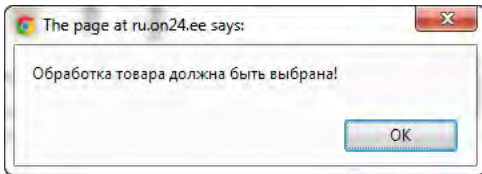
Сумма скидки зависит от суммы на вашем клиентском счёту.

Срок доставки **домой** до 10 рабочих дней
Срок доставки **"Товар со склада"** в течении 1-6 дней

[Условия рассрочки](#) [Спроси дополнительную информацию](#) [Повторяющиеся вопросы](#)

PR040. Указатель мыши не изменяется со стрелки на «указательный палец» при наведении на кнопку **Добавь в корзину**. Очевидная мысль юзера: «кнопка не работает!».

PR050. Должна быть какая-то дефолтная «обработка».



PR060. В корзину добавляется **не тот** вариант товара, который покупатель «выбрал» на карточке товара.



Рис. 3. Изображение на карточке товара до нажатия **Добавь в корзину**

СОДЕРЖИМОЕ ПОКУПНОЙ КОРЗИНЫ



	Рабочий стол Function CM-11157 Срок доставки "Товар со склада": в течении 1-6 дней Срок доставки <u>домой</u> : до 10 рабочих дней Обработка: Baltimore орех/белый	
Количество: <input type="text" value="1"/>	Цена: 185 €	
	Сумма: 185,00 €	



Рис. 4. Содержимое корзины после нажатия **Добавь в корзину**

А это потому что картинка меняется при *наведении* мыши, а не по клику, как должно быть. Надо сделать нормальный выбор по клику с рамочкой вокруг выбранного варианта. Он и должен отправляться в корзину.

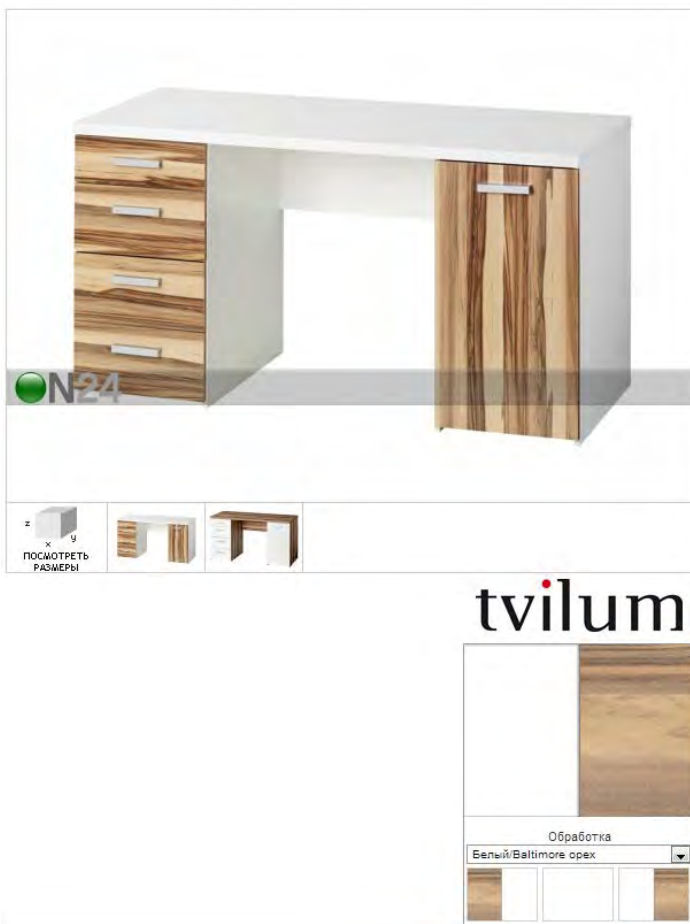


Более того, даже если покупатель явно выбрал «обработку», в корзину поступает **не то** изображение, которое выбрано, а дефолтное. Выбранный вариант «обработки» написан только текстом. Эффект Струпа в чистом виде: **ЗЕЛЁНЫЙ**.

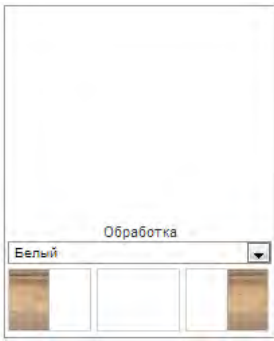
СОДЕРЖИМОЕ ПОКУПНОЙ КОРЗИНЫ

	Рабочий стол Function CM-11157 Срок доставки <u>"Товар со склада"</u> : в течении 1-6 дней Срок доставки <u>домой</u> : до 10 рабочих дней Обработка: Baltimore орех/белый	Удалить
Количество: <input type="text" value="1"/>	Цена: 185 €	Сумма: 185,00 €
	Рабочий стол Function CM-11157 Срок доставки <u>"Товар со склада"</u> : в течении 1-6 дней Срок доставки <u>домой</u> : до 10 рабочих дней Обработка: Белый	Удалить
Количество: <input type="text" value="1"/>	Цена: 185 €	Сумма: 185,00 €

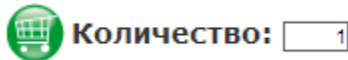
PR070. Варианты товара и «обработки» работают как-то независимо друг от друга, а должны работать согласованно.



PR080. Обработка: **Белый**. Так дело не пойдёт, потому что это не белый цвет, а «никакой». Надо сфотографировать поверхность белого стола.



PR090. Количество не надо вводить руками. Сделать + и – так же, как это сделано в корзине.



Пиктограмму корзины лучше убрать. Во всяком случае, она не должна выглядеть как кнопка.

PR100. Логотип на изображениях товаров надо убрать. Понятное жлобство, но люди этого не любят.




Корзина и чекаут (SC)

SC010. После добавления товара в корзину выполняется переход на страницу **Корзина**. Вернуться в магазин и продолжить покупки проблематично: ссылка **НАЗАД ВЫБИРАТЬ ТОВАРЫ** (sic!) находится в самом низу страницы, после громоздкой формы. При добавлении в корзину надо проинформировать покупателя о добавлении кратковременным попапом (или сообщением, появляющимся рядом с кнопкой **Добавь в корзину**) и оставить его на карточке товара. Viigardi поступает правильнее, хотя и не идеально. Остальные конкуренты перекидывают юзера в корзину, на чём теряют дикие деньги.

SC020. Не преселектирован дефолтный вариант доставки, хотя форма соответствует варианту **На дом**. После явного выбора радиобаттона **На дом** внизу незаметненько добавляются €4. Общая сумма заказа должна быть показана рядом с выбором варианта доставки, а не внизу страницы.

SC030. Название товара не выглядит как ссылка, хотя ею является. Надо оформить так, чтобы выглядело как ссылка.

СОДЕРЖИМОЕ ПОКУПНОЙ КОРЗИНЫ



Рабочий стол Function CM-11157
Срок доставки "Товар со склада": в течении 1-6 дней
Срок доставки домой: до 10 рабочих дней
Обработка: Baltimore орех/белый

SC040. Шаг 2: Оформление заказа. Здесь почему-то вновь появляется форма **Адрес доставки**, хотя справа вверху адрес вроде как уже зафиксирован. По идее, эта форма именно здесь и должна быть, а не на странице **Корзина**.

на **2. Оформление заказа** **3. Оплата**

ОБЗОР ЗАКАЗА

	Рабочий стол Function CM-11157 Обработка: Baltimore орех/Белый Количество: 1 Цена: 185 € Срок доставки: до 10 рабочих дней
	Рабочий стол Function CM-11157 Обработка: Белый Количество: 1 Цена: 185 € Срок доставки: до 10 рабочих дней

СЧЕТ

Сумма:	370,00 €
Транспорт:	13,00 €
ОБЩАЯ СУММА ЗАКАЗА:	383,00 €

АДРЕС ДОСТАВКИ ТОВАРА

Улица, дом, квартира:	Tungla 27-2
Город, поселок:	Tallinn
Почтовый индекс:	10911
Контактный телефон:	55580744
Адрес эл.почты:	ivan@interux.com

ВЫБОР ОПЛАТЫ

Ознакомьтесь с условиями оплаты

Предоплата

Рассрочка (3-48 месяцев)

АДРЕС ДОСТАВКИ

*Улица, дом, квартира:

*Город, поселок:

*Почтовый индекс (Поиск):

Ознакомился и соглашаюсь с действительными условиями ON24.

После нажатия кнопки «Купить» Вы получите счёт

[ОБРАТНО К ПОКУПНОЙ КОРЗИНЕ](#)

SC050. Нигде нельзя выбрать дату и время доставки и нигде нет никаких временных ориентиров по доставке (или самовывозу), что есть полный нонсенс.

SC060. Шаг 3. Юзер оказывается на «неотформатированной» странице («Где я?!»). Написано **Спасибо за покупку!**, хотя покупатель ещё не оплатил.

ON24 AS

Reg. nr 10998873
 Tallinna mnt 45, Viljandi 71008
 Тел: 43 54 370
 Эл.почта: info@ru.on24.ee
 КМКР: EE100883460

**Спасибо за покупку!**

Данный счёт послан также на Ваш адрес электронной почты.

Счет №: 258548

Дата:

Покупатель: Ivan Burmistrov

Номер ссылки: 2585481304097 (обязательно указать в платежном поручении)

Артикул/название	Количество	Цена без НСО	Цена с НСО	Сумма
Рабочий стол Function (Baltimore орех/белый) CM-11157	1	154.17 €	185.00 €	185.00 €
Рабочий стол Function (Белый) CM-11157	1	154.17 €	185.00 €	185.00 €
Сумма (без НСО):				308.33 €
Транспорт (без НСО)				10.83 €
Налог с оборота 20.0%				63.83 €
Всего к оплате				383.00 €






Доставка товара:

Имя: Ivan Burmistrov
 Улица, дом: Tungla 27-2
 Город, поселок: Tallinn
 Почтовый индекс: 10911

Купленный товар будет передан Вам представителем курьерской фирмы вместе с накладной на товар. Перед тем, как подписать накладную курьера, пожалуйста, осмотрите упаковку товара и при наличии повреждений проверьте само изделие. Просим отметить повреждения на накладной курьера.

Оплата:

Выбери способ оплаты

 Кредитная карточка
 Swedbank
 U-Net
 Данске Банк
 Nordea

Выбери, если желаешь оплатить половину суммы

Условия оплаты

Для того, чтобы Ваш заказ был принят, нужно сделать предоплату как минимум 50% от стоимости. Если Вы желаете платить за заказ на условиях рассрочки, тогда для того, чтобы Ваш заказ был принят, нужно сделать заранее оговоренный первый взнос. В случае, если деньги не поступят на банковский счёт ON24 AS в течении 7 рабочих дней, то этот счёт будет аннулирован.

Банковские реквизиты ON24

Банк (ссылка на дом.страницу)	Расчетный счет ON24 AS
SEB	10220034975010
Swedbank	221024413892
Nordea pank	17000614586
Danske Bank	332701510004

[Распечатать](#) [Обратно в магазин](#)

SC070. Подтверждение по электронной почте. Нет контактов, нет ссылки на **Мои заказы**, продавец именуется себя то ONSHOP, то ON24, что не добавляет доверия. Явно лишняя ссылка на Акробат.

ON24 счёт 258548

ON24 Sisustuskaubamaja <info@ru.on24.ee>

Отправлено: Ср 10.04.2013 0:18

Кому: ivan@interux.com

Сообщение  258548.pdf (82 Кбайт)

Благодарим Вас за заказ!

Счет н.258548 на сумму 383.00 € в приложении.

Для просмотра приложения можно использовать программу Acrobat Reader <http://get.adobe.com/reader/>.

Для того, чтобы Ваш заказ был принят, нужно сделать предоплату как минимум 50% от стоимости.

Если Вы желаете платить за заказ на условиях рассрочки, тогда для того, чтобы Ваш заказ был принят, нужно сделать заранее оговорённый первый взнос. В случае, если деньги не поступят на банковский счёт ONSHOP AS в течении 7 рабочих дней, то этот счёт будет аннулирован.

Номера счетов ON24 AS:

SEB 10220034975010

Swedbank 221024413892

Nordea pank 17000614586

Danske Bank 332701510004

Юзабилити-аудит сайта Rentarium.ru

Версия 2 | 18.12.2013

Позитив

Позитива немного, но он всё-таки есть: на фоне того запущенного зоопарка, который представляют собой сайты ваших конкурентов, ваш сайт производит с первого взгляда благоприятное впечатление. Но над многими аспектами нужно ещё очень хорошо поработать.

Общее

GE010 Не рекомендуется использовать элементы красного цвета (заголовки, надписи, ссылки). Красный цвет воспринимается как «ошибка, стоп, нельзя». Можете оставить красный в шапке и в меню (для обозначения выбранного пункта), но более нигде. А лучше вообще подумать над другим цветовым решением.

GE020 Текстов, которые никто (кроме поисковых роботов) читать не будет, или которые просто мешают людям считывать нужную информацию, на сайте быть не должно. Пример:

Аренда тепловой пушки Master B 35 CED - нагрев 10 кВт - 300 руб/сутки

И так 7 раз на странице перед каждой пушкой. **Аренда тепловой пушки** – лишние сеошные слова, которые мешают прочесть нужную информацию: **Master B 35 CED**.

Текст про хомутовые леса вызывает у читателя крайне тяжкое впечатление:

Аренда хомутовых лесов

Хомутовые леса в аренду вам понадобятся, если вы выполняете фасадные работы на сложном фасаде - например наклонном, отвесном, на фасаде с эркерами, карнизами и прочими архитектурными излишествами. Также они будут незаменимы на участках фасада, имеющего неровное основание в виде крылец, козырьков, приямков и прочих неровностей. Очень удобны хомутовые леса для опоясывания резервуаров, емкостей и силосов, а также дымовых труб.

Нас часто спрашивают, есть ли у нас в аренду трубчатые леса, да, есть и они называются не трубчатые, а хомутовые.

Незаменимы хомутовые леса при выполнении работ в промышленных цехах и на действующих предприятиях с работающим оборудованием. По сути, взяв хомутовые леса в аренду, можно не сомневаться, что вы что-то не сможете собрать, потому что самые гибкие и универсальные - это хомутовые леса.

Также хомутовые леса являются самыми "высотными" Высота монтажа 100

Грамотные сеошники умеют делать нормальное сео вот без этого навязчивого повторения одних и тех же «ключевых» фраз.

Шапка



rentarium.ru
АРЕНДА СТРОИТЕЛЬНОГО ИНВЕНТАРЯ

+7 (495) 967-33-47
☎ Звонок директору

MN010 Заменяем **Аренда строительного инвентаря** на **Аренда строительного оборудования** и пишем эту фразу *текстом*, а не графикой. Никто не ищет в Яндексе «аренда строительного инвентаря», все ищут только «аренда строительного оборудования» (см. статистику на wordstat.yandex.ru). Ваши сеошники засорили весь сайт своим бутором, а вот до этой простейшей вещи не додумались.

МН014 Рядом с телефоном указываем часы и дни работы.

МН017 Показываем емейл и делаем его ссылкой “mailto”.

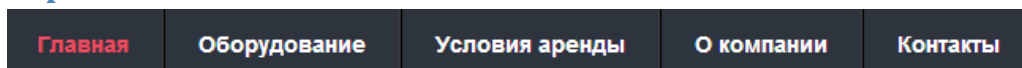
МН020 Звонок директору необычная вещь. Ход понятен. Но лучше убрать. Потому что это может восприниматься так: «Мы такие разгильдяи, что без звонка директору ни одного вопроса сами решить не можем». Укажите телефон директора на странице **Контакты**.

МН030 А вот это я разглядел только спустя 2 часа работы с сайтом:



Поскольку вещь выглядит бесполезной, уберите. Третья ссылка на главную страницу (вдобавок к ссылке в главном меню и логотипу) явно лишняя. Карта сайта вам не нужна, поскольку его структура предельно простая. А емейл мы уже перенесли в шапку.

Горизонтальное меню



МН010 Пункты **Главная** и **Оборудование** открывают практически идентичные страницы. Это создаёт путаницу. Поэтому оставляем только одну страницу **Главная** и переносим на неё содержимое страницы **Оборудование**. То есть, будет так:



Это кстати означает, что балласт внизу главной страницы убираем:



Мы рады Вас приветствовать на сайте **Rentarium**, успешно развивающейся на рынке сдачи в **аренду строительного инвентаря**. Мы старались сделать его максимально удобным для Вас, чтобы в короткий срок Вы смогли найти здесь исчерпывающую информацию.

Наша компания специализируется на аренде и продаже строительного инвентаря, успешно комплектуя организации строительного комплекса России.

Мы предлагаем в **бытовки, строительные леса**, люльки, вышки туры как на продажу так и в аренду. Благодаря разнообразию технических решений, мы можем предложить весь ассортимент строительного инвентаря.

Наличие собственной складской базы, постоянного ассортимента оборудования, и склада готовой продукции, позволяет нам выполнять заказы любой сложности в кратчайшие сроки. При разработке проектов ППР производится точный инженерный расчет.

В компании **Rentarium** работают только профессионалы своего дела, имеющие многолетний опыт работы, что позволяет нам выполнять **заказы любой сложности**. Если молоды и амбициозны, у нас вас ждут следующие вакансии:

- [Менеджер по аренде – от 60 000 руб.](#)

Мы работаем так, чтобы можно было гордиться каждым своим проектом и каждым клиентом!

Ни стоковые фото (это несолидно), ни писания безграмотного сеошника (там куча ошибок, вы не замечали?) доверия к вашему сайту не добавляют.

МН020 Если у вас регулярно возникают вакансии, то вставьте пункт **Вакансии** между **О компании** и **Контакты**.

Вертикальное меню

VM010 Меню **Каталог продукции** должно быть *слева*, а не справа. Правую часть экрана люди вообще игнорируют, поскольку Гугл, Яндекс и миллион других сайтов приучили людей думать, что справа располагается реклама или какая-то несущественная информация.

Подвал

[Главная](#) | [Оборудование](#) | [Условия аренды](#) | [О компании](#) | [Контакты](#) © 2011 - 2013 Rentarium.ru. При использовании материалов гиперссылка на <http://rentarium.ru/> обязательна.
См. также: [Тематические статьи](#).



[Главная](#) | [Оборудование](#) | [Условия аренды](#) | [О компании](#) | [Контакты](#)



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Создание и поддержка сайта: [Алиса Дизайн](#)


FT010 Подвалы на многих страницах отсутствуют, а на разных страницах подвалы выглядят по-разному. Подвал обязан быть на всех страницах. Примерно такой:

dom3r@mail.ru Москва: Лобня, ул. Гагарина, 10 +7 (495) 789 41 82 Санкт-Петербург: ул. Б. Зеленина, 24 +7 (812) 385 52 51	Услуги и цены Наши работы Схема работы и гарантии Контакты	Здесь дублируете меню категорий в несколько колонок
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FT020 Также в подвале покажите кредитки, оплату по которым вы принимаете. Серьёзный альтернативный вариант: покажите кредитки в шапке, поскольку оплата кредитками может оказаться вашим конкурентным преимуществом.

FT030 Счётчики скройте, светить их несолидно. (У нормальных счётчиков обязан быть скрытый вариант.)








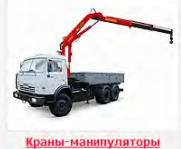

Главная страница (= Оборудование)

+7 (495) 967-33-47
Звонок директору

[Главная](#) | [Оборудование](#) | [Условия аренды](#) | [О компании](#) | [Контакты](#) | [Каталог продукции](#)

Оборудование

Компания Rentarium реализует широкий ассортимент строительного оборудования и инвентаря:

 Рамные леса	 Тепловые пушки	 Измельчители
 Хомутовые леса	 Краны "Пионер"	 Вышки-туры
 Строительные бытовки	 Краны-манипуляторы	 Штабелеры

- Рамные леса
- Тепловые пушки
- Измельчители
- Хомутовые леса
- Краны "Пионер"
- Вышки-туры
- Строительные бытовки
- Краны-манипуляторы
- Штабелеры
- Листогибы
- Нивелиры
- Пилы
- Бетономешалки
- Лазерные дальномеры
- Перфораторы
- Плиткорезы
- Компрессоры
- Сварочные паяльники
- Строительные фены
- Сварочные аппараты
- Пескоструйные аппараты
- Опалубка

HP010 Покажите диапазон цен (**XXX–YYY руб/сут**) или ценовой ориентир (**от NNN руб/мес**) для каждой категории:



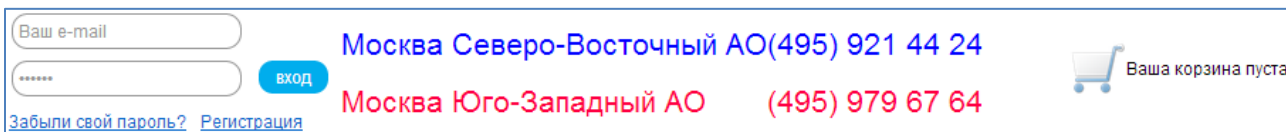
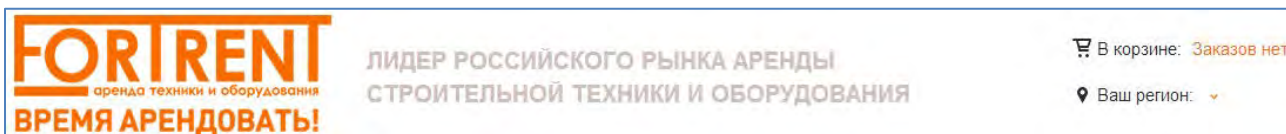
Корзина

SC010 Корзины нет, а она *нужна* по двум причинам:

(1) Ни на одной странице с описанием продукции нет *призыва к действию*. Допустим, посетитель посмотрел-почитал, а дальше-то что ему делать? Идти на другой сайт, скорее всего... Нужен призыв к действию, выраженный *кнопкой действия* **Добавить в корзину**.

(2) Посетитель хочет заказать несколько продуктов. Он что, должен на бумажке записывать, чего и сколько ему нужно? Нет, он должен иметь возможность прямо на сайте сложить всё в одну кучку, то есть в корзину, и оформить заказ.

SC020 Некоторые ваши конкуренты (хорошо, что пока немногие!) уже сообразили этот момент:



Страницы категорий

В целом усилия разработчиков страниц сконцентрированы на том, чтобы **никому ничего не продать**.

Посмотрим некоторые примеры из «Малой энциклопедии вредных советов».

«Ты на цены не смотри. Цены на самом деле совсем другие»

СА010 Ни за что не отвечаем и оставляем за собой право поднимать (sic!) стоимость по своему усмотрению:

Обращаем ваше внимание на то, что вся информация (включая цены) на этом интернет-сайте носит исключительно информационный характер и ни при каких условиях не является публичной офертой, определяемой положениями Статьи 437 (2) Гражданского кодекса РФ.

Для лиц не имеющих прописки в Москве или Подмоскowie стоимость залога будет равна стоимости оборудования. Мы оставляем за собой право поднимать стоимость залога и для жителей Москвы или Подмоскowie.

«Не связывался бы ты с нами, братан. Себе дороже выйдет»

СА020 Вместо того, чтобы показать покупателю товар лицом, мы долго и монотонно, с оттенком безразличности объясняем ему, какие препятствия на пути к получению товара перед ним стоят и какие неприятности ему грозят «в случае чего»:

Листогибы

Аренда листогиба Тарсо MAX-I-MUM в комплекте с ножом осуществляется на следующих условиях:

ЗАЛОГ

Для лиц не имеющих прописки в Москве или Подмоскowie стоимость залога будет равна стоимости оборудования. Мы оставляем за собой право поднимать стоимость залога и для жителей Москвы или Подмоскowie. Решение будет приниматься в момент выдачи инструмента и зависит исключительно от адекватности арендатора.

ПОРЯДОК ПОЛУЧЕНИЯ В АРЕНДУ

Для этого необходимо

- 1.прибыть на пункт проката с 9.00 до 21.00 без перерыва и выходных
- 2.предъявить паспорт.
- 3.пройти краткий инструктаж по правилам безопасности и убедиться в работоспособности инструмента.
- 4.подписать договор аренды и внести сумму залога указанную в описании инструмента.
- 5.взять листогиб в аренду.

СРОК АРЕНДЫ

Минимальный срок аренды листогиба 1 сутки.

Время выдачи фиксируется в приемо-передаточном акте.

Для экономии денежных средств за неиспользованное время аренды, время выдачи и время возврата должны совпадать.

При задержке возврата оборудования более 3 часов — считаем следующие сутки!

«Решение относительно стоимости будет приниматься в зависимости от адекватности арендатора» — это просто супер! В анналы и на скрижали.

«Цену надо замаскировать как можно тщательнее»

СА030 Ни в коем случае не показываем цену сверху страницы и топим её в массиве текста:

Сварочные паяльники

Аренда сварочного паяльника для труб из полипропилена осуществляется на следующих условиях:

ЗАЛОГ

Для лиц не имеющих прописки в Москве или Подмоскowie стоимость залога будет равна стоимости оборудования. Мы оставляем за собой право поднимать стоимость залога и для жителей Москвы или Подмоскowie. Решение будет приниматься в момент выдачи инструмента и зависит исключительно от адекватности арендатора.

ПОРЯДОК ПОЛУЧЕНИЯ В АРЕНДУ

Для этого необходимо

- 1.прибыть на пункт проката с 9.00 до 21.00 без перерыва и выходных
- 2.предъявить паспорт.
- 3.пройти краткий инструктаж по правилам безопасности и убедиться в работоспособности инструмента.
- 4.подписать договор аренды и внести сумму залога указанную в описании инструмента.
- 5.взять оборудование в аренду.

СРОК АРЕНДЫ

Минимальный срок аренды пилы 1 сутки.

Время выдачи фиксируется в приеме-передаточном акте.

Для экономии денежных средств за неиспользованное время аренды, время выдачи и время возврата должны совпадать.

При задержке возврата оборудования более 3 часов — считаем следующие сутки!

ДОСТАВКА

Для экономии вашего времени вы можете воспользоваться услугой доставки.

Доставка осуществляется в пределах Москвы и области а также близлежащих областей.

Стоимость доставки от 1000 руб по Москве + от 20 руб/км за МКАД (стоимость зависит от типа используемого автомобиля(легковой ,грузовой) в одном направлении.

При вывозе оборудования Вы платите такую же сумму.

При этом Вам ехать к нам нет необходимости. Договор аренды Вы оформите с водителем.

Возврат оборудования происходит в обратном порядке и вы можете получить залог у водителя после подписания акта приема-передачи.

Стоимость аренды в сутки :

Сварочный паяльник для труб из полипропилена - 400 руб./сутки

Залог: 5 000 руб.

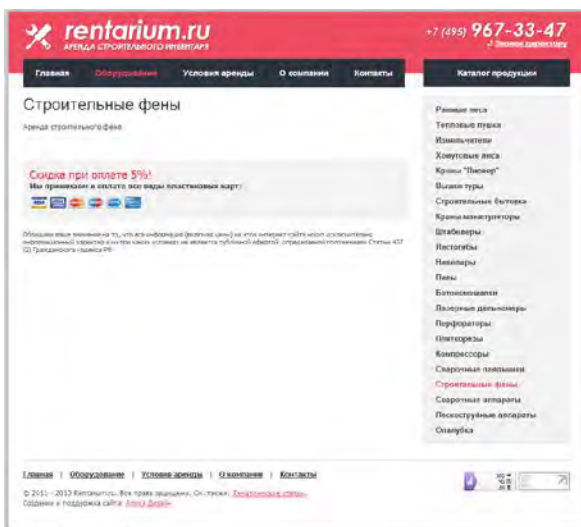
Полная стоимость 5 000 руб.

CA040 Делаем цену (850) неотличимой от номера модели (180):

Аренда сварочного цифрового полуавтомата BlueWeld Vegamig Digital 180 - 850 рублей в сутки.

«И что вы сюда всё ходите и ходите... У нас этого отродясь не бывало!»

CA050 Если товара нет, обязательно показываем посетителю пустую страницу (но не забываем упомянуть про скидку!):



«Занимательная арифметика»

CA060 Пусть клиент почешет затылок и побыстрее уйдёт с нашего сайта:

Стоимость аренды в сутки :

Компрессор электрический FIAS 400л.мин - 400 руб./сутки

Компрессор электрический FIAS 1000л.мин - 500 руб./сутки

Залог: 5 000 руб.

Полная стоимость 23 000 руб.

«Если вам нужны подробности, идите за ними куда-нибудь в другое место»

CA070 Избегаем сообщать технические характеристики, необходимые посетителю для принятия решения об аренде:

Аренда тепловой пушки Master B 35 CED - нагрев 10 кВт - 300 руб/сутки



Но не забываем предупредить:

При транспортировке арендованного строительного оборудования в Rentarium.ru, необходимо обратить внимание на его весогабаритные характеристики (см. технические характеристики данного оборудования).

«Ушёл с нашего сайта искать весогабаритные характеристики? Отлично! Надеемся, он больше сюда не вернётся».

«Учим дедушку кашлять»

CA080 Человек пришёл к нам конкретно за компрессором для своей стройки, интересуется расценками, ну а мы начинаем читать ему лекцию про то, что такое компрессор, упоминаем про использование компрессоров в пищевой и табачной промышленности, при покраске автомобилей, и вообще убеждаем, что компрессор ему позарез необходим:

Компрессоры

Аренда компрессора FIAC Stratos 100/400

Области применения



В современном производстве подача сжатого воздуха является одной из неотъемлемых составляющих технологических процессов, потому вполне закономерно, что компрессоры находят широкое применение как в бытовых, так и в производственных масштабах. Среди наиболее известных областей, в которых не обойтись без компрессора – пищевая промышленность и некоторые виды сельскохозяйственных работ; выпуск полиграфической продукции и табачных изделий, производство стекла, деревообработка, строительство и металлургия, другие отрасли требуют

более индивидуального и дифференцированного подхода при выборе соответствующей по своему назначению модели компрессора.

В домашних условиях компрессор признан незаменимым помощником в побелке потолка и покраске больших или же рельефных поверхностей.



Струя жидкости, получившая импульс разгерметизации сжатого воздуха, не только обеспечивает равномерный слой, но и гарантирует покрытие труднодоступных участков. последний пункт особенно актуален, если речь идёт о покраске автомобиля или покрытии деталей авто антикоррозийным слоем.



Высококачественный результат, экономия времени и трудозатрат, несравнимая с кропотливой и утомительной ручной работой, как нельзя лучше способствуют популярности компрессоров. В то время как в странах с высоким уровнем жизни аренда компрессора является широко известной и достаточно востребованной услугой, в наших краях данный вид сервиса также постепенно получает распространение и развитие.

Помимо строительно-отделочных работ, для компрессора FIAC Stratos



{На этом глумление закончилось, дальше пишем по-серьёзному.}

Как надо?

0. Удаляем **все** сеошные письма. (Что, 10 раз помянутые хомутовые леса вывели вас в топ Яндекса по хомутовым лесам? Нет, вы стоите на 31 месте. Причём по ссылке открывается *статья* «Применение хомутовых строительных лесов», а не страница каталога продуктов. Это означает, что вас в Яндексе *вообще нет*. Найдите нормальных сеошников, которые смогут вам помочь. Но те писания, что есть сейчас, просто уберите. Они *вредят*.)

1. При каждом продукте должна быть картинка. Без картинки продажи будут идти туго (психологический смысл картинки: клиент как бы «уже держит товар в руках»). Картинка должна соответствовать конкретной модели продукта, а не надыбана случайным образом в гугле. Если готовой картинки нет, нанимается профессиональный фотограф, который её делает (фотографии, сделанные мобильником, приведут к результату, противоположному ожидаемому).
2. Цена аренды должна выпукло бросаться в глаза. Рядом чуть помельче сообщаем стоимость транспортировки.
3. Предоставляем сведения о продукте, необходимые посетителю для принятия решений об аренде и варианте транспортировки.
4. Делаем кнопку **Добавить в корзину**.
5. Всегда разговариваем с посетителем в доброжелательном ключе.

Даже этот минимальный набор мер позволит увеличить конверсию в десятки раз.

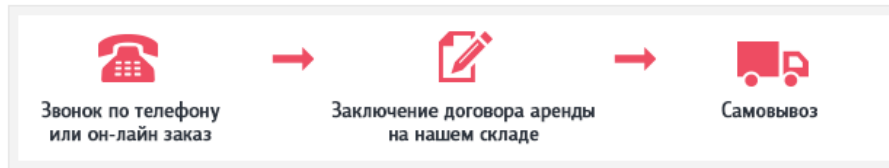
Условия аренды

Условия аренды

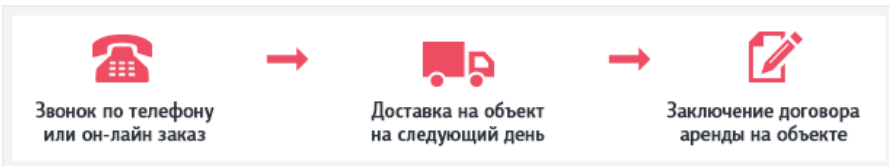
Схемы работы

Предлагаем Вам ознакомиться с основными схемами работы.

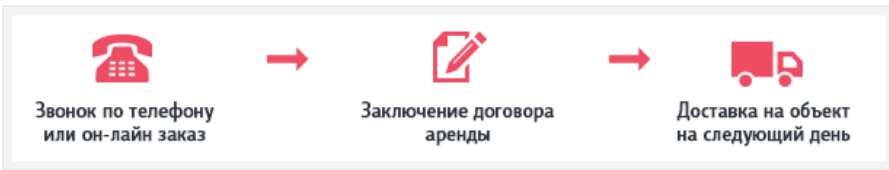
Самовывоз:



Физические лица:



Юридические лица:



RE010 Нарисовано добротно, но логика не просматривается. Куда бежать физлицу в случае самовывоза?

RE020 Упоминается некий онлайн-заказ, возможности для заполнения коего на сайте отсутствуют.

RE030 У посетителя может создаться впечатление, что вы используете только «не совсем обычные» способы оплаты:

Способ оплаты: взнос на пластиковую карту (счет), мобильный телефон Арендодателя или другим удобным, по согласованию сторон, способом.

RE040 Может создаться впечатление, что вы и телефонные заказы принимаете круглосуточно, но это не так:

2. Время выдачи оборудования в Rentarium.ru

Прием/выдача оборудования производятся круглосуточно, включая выходные и праздничные дни.

Укажите время приёма заказов на этой странице, а также в шапке и на странице **Контакты**.

О компании

О компании

Мы рады Вас приветствовать на сайте *Rentarium*, успешно развивающейся на рынке сдачи в аренду строительного инвентаря. Мы старались сделать его максимально удобным для Вас, чтобы в короткий срок Вы смогли найти здесь исчерпывающую информацию.

Наша компания специализируется на аренде и продаже строительного инвентаря, успешно комплектуя организации строительного комплекса России.

Мы предлагаем в [аренду строительные леса, бытовки, вышки туры](#) и многое другое оборудование. Благодаря разнообразию технических решений, мы можем предложить широчайший ассортимент строительного инвентаря.

Наличие собственной складской базы, постоянного ассортимента оборудования, и склада готовой продукции, позволяет нам выполнять заказы любой сложности в кратчайшие сроки. При разработке проектов ППР производится точный инженерный расчет.

В компании АЛЬТУС-РЕНТ работают только профессионалы своего дела, имеющие многолетний опыт работы, что позволяет нам выполнять заказы любой сложности. [Наши специалисты](#) готовы оказать консультативную помощь по целому ряду вопросов.

Мы работаем так, чтобы можно было гордиться каждым своим проектом и каждым клиентом!

Наши вакансии:

- [Менеджер по аренде – от 60 000 руб.](#)



AB010 Не говори гоп, пока не перепрыгнешь. При нынешнем состоянии сайта этот абзац воспринимается как издевательство:

Мы рады Вас приветствовать на сайте *Rentarium*, успешно развивающейся на рынке сдачи в аренду строительного инвентаря. Мы старались сделать его максимально удобным для Вас, чтобы в короткий срок Вы смогли найти здесь исчерпывающую информацию.

AB020 Картинка не по делу, вы не строители:



AB030 Вообще, весь текст на этой странице надо переписывать. Нынешний не достигает своей цели. Цель: убедить посетителя, что с вами можно и нужно работать. А у вас здесь пустой набор штампованных фраз, ещё и ссылки какие-то левые...

AB040 Упомяните, в частности, о *гарантиях*, которые вы со своей стороны предоставляете. Это действует. А то сейчас сайт в целом выглядит так, что арендатор вам по всем пунктам должен и обязан, а вы ему ничем.

Контакты

Контакты

Адрес: **Москва, ул. Генерала Белобородова, вл.48**

Контактный телефон: **+7 (495) 967-33-47**

**Позвонить нам
БЕСПЛАТНО**

Вы можете отправить нам сообщение с помощью [формы обратной связи](#).

Электронная почта: 9673347@mail.ru

Реквизиты

Полное наименование Общество с ограниченной ответственностью «АЛЬТУС-РЕНТ»

Краткое наименование ООО «А-РЕНТ»

Юридический адрес: 127051, Москва, Малый Сухаревский переулок, д. 9, стр.1, офис 36

Почтовый адрес (бухгалтерия): 123007, Москва, ул. 5-я Магистральная, д.14, стр.1, этаж 4, офис 44

ИНН/КПП 7702787254/770201001

ОГРН 1127746276646

р/с 40702810600520001866

в ОАО "УРАЛСИБ" г. Москва

к/сч 30101810100000000787

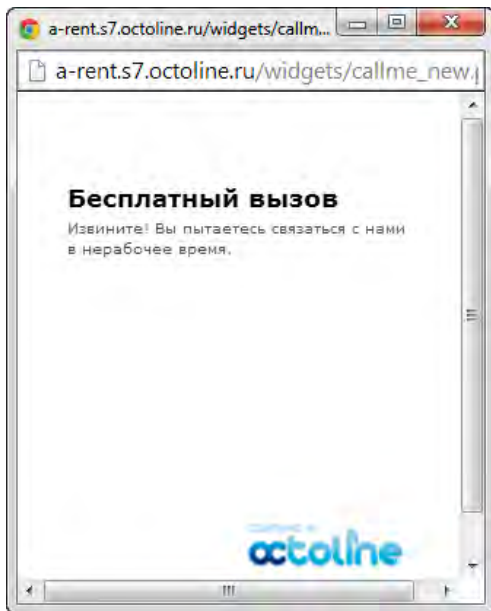
БИК 044525787

Генеральный директор: Осокин А. В.

Главный бухгалтер: Осокин А. В.

СО010 Кто-нибудь пользуется кнопкой **Позвонить нам бесплатно**? Если нет (или только один из сотни), то она не нужна: своими габаритами и цветом подавляет всё остальное.

СО020 Если нажать эту кнопку в нерабочее время, то появляется окошко, не сообщающее, в какие часы можно звонить. А надо бы сообщить:



СО030 Остро не хватает схемы проезда (или яндекс-карты на худой конец) и фотографии вашего офиса с улицы.

Форма обратной связи


Форма обратной связи

Вы можете отправить нам сообщение с помощью формы обратной связи:

Ваше имя:

Контактный e-mail:

Текст письма:

 **Введите символы, изображенные на картинке:**

* Внимание! Все поля обязательны для заполнения.

FB010 Кто-нибудь пользуется этой формой? Если нет, то удалите её. Если очень жалко, то уберите капчу.

Recommendations on conversion optimization for SecretLoveShop.com

Version 1 | 07.01.2014

1. Change the color of action buttons:



The same for **Checkout**:



(Variants: **Proceed to checkout**, **Proceed to secure checkout**)

And the same for **Continue** buttons.

2. Enclose (isolate) the checkout:

Isolating the checkout

When a customer enters checkout, there is only one place you want them to go – order confirmation! In which case, why not **minimize all possible distractions** and isolate the checkout process from the rest of the site? In a site with a typical e-commerce layout, the checkout pages should be 'quarantined' i.e. stripped of header content, footer content and the left-hand navigation column. In place of the header should be a company logo in the top left of the page – this can be linked to the home page as the only 'escape route' remaining out of checkout, or simply left as an image.



3. Place guest checkout first:

Melden Sie sich an oder erstellen Sie ein neues Konto

Ich bin bereits Kunde

Sie haben schon einmal bei uns bestellt?
Herzlichen Dank, dass Sie uns ein weiteres Mal Ihr Vertrauen schenken.
Auf der nächsten Seite haben Sie die Möglichkeit Ihre Lieferanschrift zu ändern, oder eine neue Lieferanschrift hinzuzufügen, sowie Ihre Zahlungsart auszuwählen.

E-Mail-Adresse:
Passwort:
[Passwort vergessen?](#)

Ich bin ein neuer Kunde

Durch Ihre Anmeldung bei uns sind Sie in der Lage, schneller zu bestellen, können jederzeit den Status Ihrer Bestellungen und haben immer eine aktuelle Übersicht über ihre bisher getätigten Bestellungen.

Als Gast bestellen

Durch Ihre Bestellung als Gast werden Ihre Daten nicht gespeichert und Sie erhalten kein eigenes Konto. Bei einer erneuten Bestellung müssen Sie jedoch alle Daten erneut eingeben.

4. Remove unnecessary fields:

Ihre Kundenadresse

Ihre persönlichen Daten (* notwendige Informationen)

~~Vorname: *~~ ~~Nachname: *~~

~~Geburtsdatum: * (zB. 21.05.1970)~~

~~Firmendaten (nur B2B-Kunden)~~

~~Firmenname:~~ ~~USt-IdNr.:~~ Nur für Deutschland und EU!

Ihre Adresse

~~Strasse/Nr.: *~~

~~Postleitzahl: *~~ ~~Ort: *~~

~~Land: *~~

Ihre Kontaktinformationen

~~E-Mail-Adresse: *~~ ~~E-Mail wiederholen: *~~

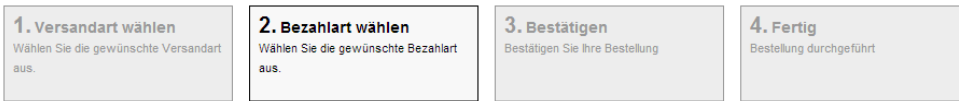
~~Telefon:~~ ~~Fax:~~

~~Newsletter~~

~~Newsletter abonnieren~~

Ich akzeptiere Ihre Datenschutzrichtlinien. [\[Mehr\]](#) < Do not use red color for this link.

5. Reduce the number of checkout steps: two steps maximum:



6. Move Delivery options to the Shopping cart page:

Versandoptionen

Versandadresse:
Ivan Burmistrov
Tungla 27-2
10911 Tallinn
Deutschland

Versandart wählen

Bitte wählen Sie die gewünschte Versandart für Ihre Bestellung aus.

Beste Versandart: **Beste Versandart** 3.95 EUR

Weiter

7. Make payment by a credit card explicit:

Bezahlart wählen

Bitte überweisen Sie den fälligen Rechnungsbetrag auf unser Konto. Die Kontodaten erhalten Sie nach Bestellannahme per E-Mail.

Zahlen Sie bequem und sicher mit PayPal

Fügen Sie hier Ihre Anmerkungen zu dieser Bestellung ein:

Allgemeine Geschäftsbedingungen:

§ 1 Grundlegende Bestimmungen

(1) Die nachstehenden Geschäftsbedingungen gelten für alle Verträge zwischen SecretLoveShop.com, Firma Line Ricar, überthurn Reutensweg 2, 9, 51933 Trier, Deutschland - nachfolgend Anbieter genannt - und dem Kunden, welche über den Online-Shop des Anbieters abgeschlossen werden. Soweit nicht anders vereinbart, wird der Kaufvertrag zwischen Anbieter und dem Kunden über den Online-Shop abgeschlossen.

(2) Verbraucher im Sinne der nachstehenden Regelungen ist jede natürliche Person, die ein Rechtsgeschäft zu einem Zwecke abschließt, der weder ihrer gewerblichen noch selbständigen beruflichen Tätigkeit zugerechnet werden kann. Unternehmen, d.h. jedes natürliche oder juristische Person oder eine rechtsfähige Personengesellschaft, die bei Abschluss eines Rechtsgeschäfts in der Ausübung ihrer selbständigen beruflichen, gewerblichen oder sonstigen Tätigkeit handelt.

Wir akzeptieren die allgemeinen Geschäfts- und Lieferbedingungen...

Weiter

GoNorthCyprus.com recommendations: Hotels

Version 1 | 07.02.2013

We analyzed the following competitor websites: Thomson.co.uk, Expedia.co.uk, TravelRepublic.co.uk, Booking.com, LastMinute.com, Destinology.co.uk, FreshHolidays.com, HolidayNights.co.uk, PremierInn.com, LateRooms.com, ThomasCook.com, OnTheBeach.co.uk, FirstChoice.co.uk, TravelSupermarket.com, TeletextHolidays.co.uk, CheapFlights.co.uk and TravelZoo.co.uk.

In our opinion, the best was Booking.com (BTW they were winners of *Travolution 2012 Best Accommodation Website Award*), and you may take a number of their solutions as a model for GoNorthCyprus hotel booking pages.

General (GE)

GE010 Follow a consistent policy on coloring and underlining links. It is very good that you use blue color for links because this is a standard. But a mix of underlined and not underlined links will lead to users' confusion.



Acapulco Beach Club & Resort Hotel ★★★★★ **Superb, 9.2**
9km from Centre Kyrenia • [Show map](#) based on [78 reviews](#)
Best sandy beach in North Cyprus • Family friendly • Aqua park
Acapulco Holiday Resort Hotel is located on a golden sandy beach with shallow crystal clear waters and is one of the best selling 5 star hotels in Kyrenia. [More](#)

Generally, A/B testing of the same websites with totally underlined and totally not underlined links shows that users make more clicks and stay on the website longer in case of underlined links. However, underlining may hurt visual aesthetics and only because of this many designers prefer to not underline links. You may conduct the same kind of A/B testing of your website and make a decision based on the statistics obtained. Perhaps, you should not underline links because they already have standard color and may be underlined only on hover. In any case, if you choose to not underline links then make sure that non-links never look like links (currently you have *a lot* of blue non-links on your website).



Altinkaya Holiday Village on North Cyprus [Map](#) [Reviews](#) **Not available for your dates**

Search form (SF)

SF010 On the Hotels search form, "Hotel only" radio button should be preselected.

SF020 Rename "Package Holidays" with "Flight + Hotel" because you do not offer static packages here.

SF030 Place the form on the left side of the page (as on the homepage).

SF040 Do not underline "Hotel only" and "Flight + Hotel" because they are labels, not links.

Search results (SR)

SR010 Do not show hotels which are unavailable or fully booked during the dates selected. Nobody will manipulate dates to find out when the concrete hotel would be available, so displaying unavailable hotels is unnecessary and may only make choice of a hotel more difficult.



Altinkaya Hotel ★ ★ ★

1.5km from Centre Kyrenia • [Show map](#)
A relaxing, family run hotel on the road to Bellapais with spacious hotel rooms set in delightfully lush, well-tended gardens. [More](#)
15 mins walk to town centre • Popular among expats • Well kept gardens

Good, 7.8
based on [2 reviews](#)

This hotel is not available for your dates.

SR020 Do not use red text for indicating special offers/free upgrades/discounts, use green instead. You may use red only for indicating *shortage* of rooms (e.g. "Only 2 rooms left"). See how [Booking.com](#) uses green and red for offers and warnings.



Amathus Beach Hotel Limassol ★ ★ ★ ★ ★

Limassol • [Show map](#)
With direct access to the Mediterranean beach, this luxurious resort features 4 swimming pools, 5 different food outlets and a 1,500-square meter spa. Ancient Amathus ruins are one km away. *There is 1 person looking at this hotel.* [More](#)
Latest booking: 13 hours ago

Fabulous, 8.8
Score from 193 reviews

[Book now](#)

Price for 7 nights

Superior Twin Room Breakfast included		Available	€ 1,408.24
Superior Twin Room with Sea View Breakfast included		Available	€ 1,855.77
Junior Suite with Sea View FREE cancellation Breakfast included		Only 2 left	€ 2,649.40

[▶ 2 more room types](#)

SR030 In the hotel short description you added highlights of hotel amenities (e.g. "Best sandy beach in North Cyprus | Family friendly | Aqua park") and this is a good improvement. The only recommendation here is to place it *before* the descriptive text.



Acapulco Beach Club & Resort Hotel ★ ★ ★ ★ ★

9km from Centre Kyrenia • [Show map](#)
Best sandy beach in North Cyprus • Family friendly • Aqua park
Acapulco Holiday Resort Hotel is located on a golden sandy beach with shallow crystal clear waters and is one of the best selling 5 star hotels in Kyrenia. [More](#)

Superb, 9.2
based on [78 reviews](#)

Room Type	Average Price Per Night	Total Room Price	
Deluxe Bungalow Includes: Breakfast & Dinner	Average Price Per Night: £58 Extra savings included!	£516	SELECT
Hotel Room Includes: Breakfast & Dinner	Average Price Per Night: £62	£562	SELECT
Suite Room Includes: Breakfast & Dinner	Average Price Per Night: £69 Limited rooms available	£851	SELECT

This may probably help customers to make triage of hotels more quickly.

Sorting (SO)

SO010 Hotel sorting bar does not look as normal sorting device. From the first sight it looks like some "heading" may be, not an interactive object. There is a risk that user would not pay attention to this object.

Sort by: **Most Popular** Price (Low to High) Distance to Town Centre Review Score

SO020 The label "Sort by" is not visually different from sorting options. Color coding of selected sorting option (green instead of blue) may be insufficient. We recommend to add radio buttons (see [LateRooms.com](#), [HolidayNights.co.uk](#)) or

to use dropdown list instead of radio buttons (see ThomasCook.com, Thomson.co.uk, FreshHolidays.com, OnTheBeach.co.uk, PremierInn.com, TravelRepublic.co.uk).

Sort by: Price Customer Rating Hotel name

Sort by: ▼

In particular, dropdown list could offer more sorting options, e. g. sorting by price in *descending* order which may be useful for some customers.

SO030 Your default sorting is by “Recommended”. Although many other websites (incl. Booking.com, ThomasCook.com, Thomson.co.uk and Destinology.co.uk) sort hotels by this parameter too, customers often do not understand the reasons and quantitative measure behind this rating. The customer question is “**Why** do you recommend this hotel?” and usually there is no answer. (Cf Expedia’s sorting by “Most Popular” (default) | “Price” | “Guest Rating” | “Star Rating” and FreshHolidays.com default sorting by “Most Popular” as well.) We recommend sorting hotels by some understandable parameter – popularity or guest rating – by default. Of course, sorting by price (lowest first / highest first) and stars (ascending and descending) is necessary as well. Useful sorting parameters in your case may be also distance from the beach and distance from the city center (if you decide to use these sortings then these distances should be shown on the short hotel descriptions and on the hotel page).

Filtering (FI)

FI010 You have an excellent set of filters on the Hotels page (www.gonorthcyprus.com/hotels.asp) which is extremely relevant to the beach hotels, and it would be good to replicate all these filters on the left side of your new hotel selection webpages.

Location: Hotels in Kyrenia Hotels in Famagusta

Must have: Private Beach Indoor Pool & Spa Free Internet Access
 Town Centre Luxury Child Friendly Adults Only

Reviews: Top 15 Recommended Hotels

FI020 Consider excluding “Boutique” from left-side filters (we are afraid many customers may not understand the difference between “luxury” and “boutique” hotels).

FI030 Consider replacing “Must have” label with “Refine your search”, “Facilities” or “Hotel preferences”.

Short hotel description (SH)

SH010 It is difficult to expect that a customer would make a final booking decision based solely on this short description. (Therefore, “Select” buttons most probably should not lead to payment page.)

SH020 Before booking, a customer needs information on:

(a) hotel amenities

and

(b) concrete room type amenities

plus

(c) guest ratings and reviews.

This means that hotel name (and thumbnail photo), room type and guest rating must be links to corresponding information (see [Booking.com](#)).

SH030 Hotel name link should open the hotel page (top of page).

SH040 Thumbnail photo link may be the same as hotel name link or lead to photo section on the Hotel page (anchored link).

SH050 Room type link should lead to the description of concrete room on the hotel page (anchored link). Although [Booking.com](#) does not do this, clicking on the room type link should automatically expand detailed room description on the hotel page.

SH060 Guest rating link should lead to guest ratings/reviews (again, see [Booking.com](#)).

SH070 It is also recommended to develop a symbology (small icons) of hotel/room facilities like air conditioning, Wi-Fi, lifts, spa, pool, gym etc. (examples are [PremierInn.com](#) and [OnTheBeach.co.uk](#)). This is a very space effective way to communicate hotel facilities.



SH080 Provide a tool to remove a hotel from the list (see [Booking.com](#)) and vice versa a tool to add a hotel to the shortlist (see [HolidayNights.co.uk](#), [Thomson.co.uk](#), [TravelRepublic.co.uk](#)).

A screenshot of a hotel listing for 'Amathus Beach' in Limassol. It features a thumbnail image of a pool area, the hotel name, location, a 'Show' link, a brief description, and a 'Latest booking: 1' indicator. Below the listing is a 'Superior Twin Room' link.

A screenshot of a hotel listing for 'Larco Hotel' in Larnaca. It includes a location breadcrumb 'Cyprus>Larnaca', an 'Add to shortlist' button, a '50% 84 reviews' rating badge, a thumbnail image of the hotel interior, and a short description.

A screenshot of a Thomson travel package for '7. Kefalos Beach Village' in Paphos, Cyprus West. It shows a 7-night package with bed and breakfast, dates from Sat 06/04/2013 to Sat 13/04/2013, and 1 studio room. The total price is £619. It includes a Thomson logo, a rating of 3 stars, and buttons for 'Other dates available', 'View on map', 'Add to shortlist', and 'See more details'.

A screenshot of a hotel listing for 'Bellapais Monastery Village' in Kyrenia. It features a 3-star rating, a 'View details' button, a 'View map' button, and an '8.1 Great (16 reviews)' rating badge.

Hotel page (HL)

HL010 Generally, you may take Booking.com as a model for GoNorthCyprus hotel page.

HL020 In addition to hotel amenities, it is also very important to present a section with a description of “what to do there” (POIs/activities/entertainment).

HL030 Do not use red for any text (the only exception *may be* shortage of rooms).

Altinkaya Holiday Village is a relaxing, family run hotel on the road to Bellapais with spacious hotel rooms set in delightfully lush, well-tended gardens. With great views down the hillside to Kyrenia and the sparkling Mediterranean Sea, Altinkaya Holiday Village is a perfect place to relax in the North Cyprus sunshine, or dance the night away at one of the hotel's popular music nights!

Very good, 8.4

HL040 Photos: replace “dots” with micro thumbnails; do not auto-forward photo carousel.



HL050 Remove search form from the right side of hotel page (small search form may be placed in the left column of the page: see Booking.com).



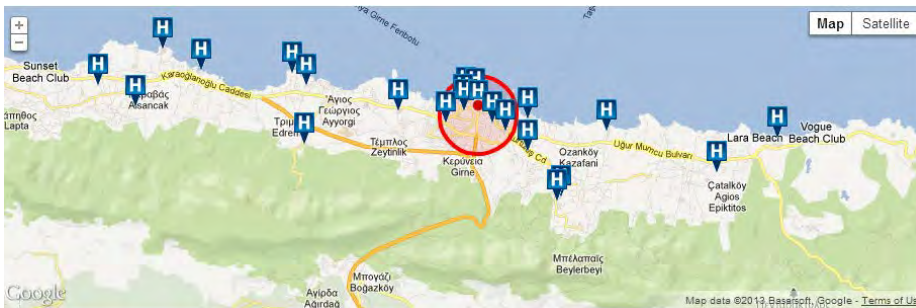
The screenshot shows a search form on the left with fields for destination (Limassol), check-in date (Sat 4, May 2013), check-out date (Sat 11, May 2013), and room/occupancy details. To the right is a listing for St Raphael Resort, a 5-star hotel. The listing includes a main image of the resort building, a smaller image of the pool area, and a gallery of smaller images showing various hotel amenities like a gym and spa. A badge indicates 'Partner since 2009'. Below the images is a map and a snippet of text: 'Situating on one of the largest beaches in Limassol, this resort feati'.

HL060 Do not show “gray stars” in hotel star rating. Show customers’ rating and use it as a link to customers’ ratings/reviews.



Maps (MP)

MP010 Since you offer a very limited number of hotels (about 30), you may assign numbers to hotels and show these numbers on the pins on the map (and on the hotel descriptions). Further, you may use pins of different colors. This could greatly improve users' orientation on the maps.



Photos (PH)

PH010 High quality photos play an important role in the process of the hotel decision making. Again, because of a small number of hotels you offer, you may hire a professional photographer (perhaps, also a video cameraman) and prepare a killing set of photo/video coverage on every hotel and every room type within the hotel. Focus on room amenities (beds, bathrooms, balconies, sea views from the room) instead of often senseless public spaces like reception desks and lobbies. (Perhaps, the best photos we have found among websites we analyzed were on Destinology.co.uk.)

Payment page (PY)

PY010 Hotel name and selected room type must be links to corresponding parts of hotel page.

YOUR HOTEL

Hotel	British Hotel
Room Type	First Floor Hotel Room (Breakfast)
Check-In	Saturday, April 6, 2013
Check-Out	Saturday, April 13, 2013
For	7 nights, 2 adults
Total Price	£336 Best Price Guaranteed

PY020 In “Your details” section, only ask for customer name and email, avoid all other fields (at least in case of “hotel only” booking).

YOUR DETAILS

First Name	<input type="text"/>
Last Name	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
Post Code	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>
E-mail	<input type="text"/>
Phone Number	<input type="text"/>

PY030 Show “Names in your party” only for “Flight + Hotel” customers. Allow to copy passenger name entered above to the “Adult # 1” field or automatically prefill this field.

PY040 Redesign “Airport transfer” section. In particular, never ask about arrival/departure dates because you already know them. Similarly, do not ask “Flight + Hotel” customers about their arrival/departure time and flight number.

AIRPORT TRANSFER

No airport transfer required. Thank you.

One way private taxi transfer

£45 one way – from Ercan Airport

£65 one way – from Larnaca Airport

Arrival Airport

Arrival Date

Arrival Time

Flight Number

Return private taxi transfer

£90 return – from Ercan Airport

£130 return – from Larnaca Airport

PY050 In “Payment details” section, allow to copy passenger name entered above to the “Card Holder's Name” field or automatically prefill this field.

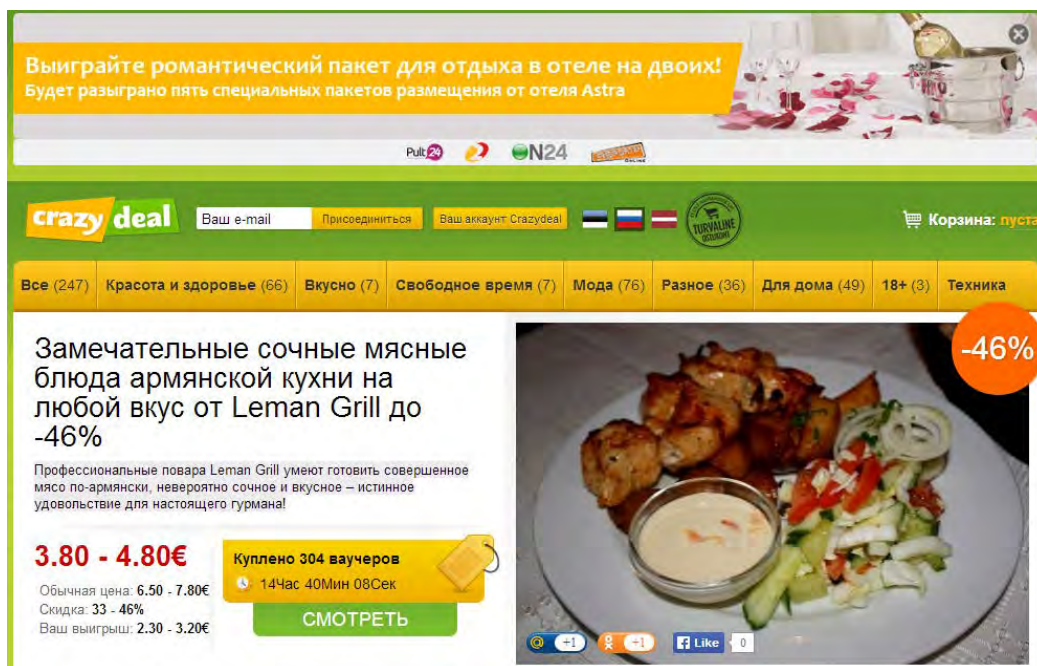
PY060 Encourage customers to rent a car in advance by shortly informing them that there may be a shortage of cars available during the high seasons.

Рекомендации по сайту CrazyDeal.ee

Версия 2 | 11.02.2014

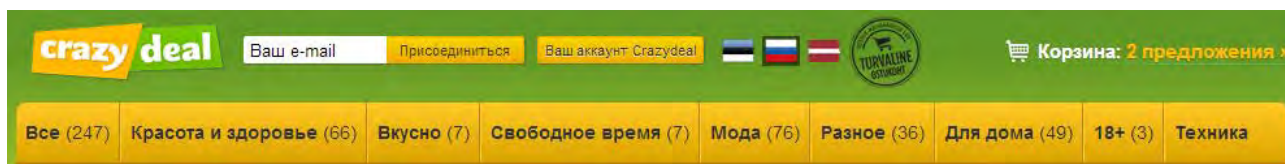
Общее

GE005 Слишком много всяких объектов жёлто-оранжевого цвета:



Оранжевый должен быть зарезервирован для кнопок действия, поскольку это фактический стандарт для сайтов электронной коммерции.

GE010 В шапке и меню отсутствуют контакты (на главной странице ссылка на контакты есть только в подвале):



Контакты показаны на карточках товара, но невыразительно и в таком месте, куда никто смотреть не будет (правая колонка обычно игнорируется пользователями, поскольку они привыкли думать, что там размещается реклама):

Замечательные сочные мясные блюда армянской кухни на любой вкус от Leman Grill до -46%

3.80 - 4.80€

Обычная цена: 6.50-7.80€ Скидка: 33-46% Ваш выигрыш: 2.30-3.20€

Куплено 304 ваучеров

20Час 48Мин 34Сек

КУПИТЬ ВАУЧЕР



Особенности

- В стоимость ваучера входит одно выбранное Вами вкусное мясное блюдо армянской кухни на одного человека от Leman Grill.
- На выбор предлагаются следующие блюда:
 - шашлык из свинины – 3.80 € (обычная цена 6.50 €);
 - шашлык из куриного филе – 3.80 € (обычная цена 7 €);
 - свиной карбонат – 4.80 € (обычная цена 7.80 €);
 - свиные ребрышки – 4.70 € (обычная цена 7 €).

Условия

Ваучер действителен 05.02.2014 до 26.02.2014

- Дополнительная информация и бронирование по телефону 5566 4262 ; 5450 6669.
- Есть возможность использовать несколько ваучеров за раз!

Гарантия CrazyDeal

Если услуга или товар не соответствовали описанному в ваучере, то свяжитесь с нами и вернем деньги!

100% KINDER

Обслуживание клиентов CrazyDeal

Если у Вас возник вопрос или проблема – свяжитесь с нами при первой возможности, и мы поможем Вам!

Телефон: 6976 869 (пн.-пт. 9-17)
Эл. почта: info@crazydeal.ee

Сочный и аппетитный кебаб в турецком ресторане Kebab Houses до -41%



3.7€

Обычная цена: 6.3€
Скидка: 41%
Ваш выигрыш: 2.60

СМОТРЕТЬ

Контакты должны быть показаны в шапке.

GE020 Не понятно, что значит «присоединиться» в шапке:

Ваш e-mail

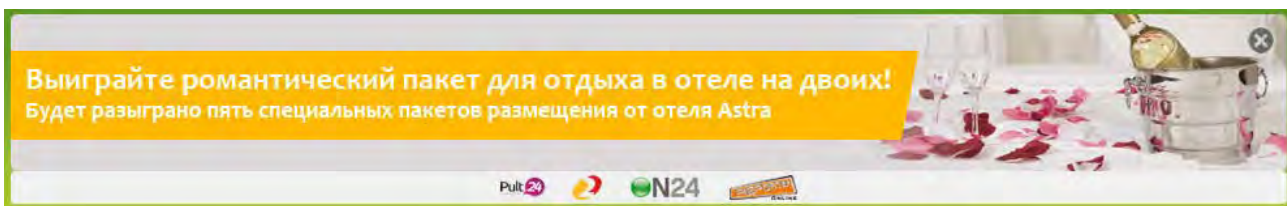
Присоединиться

В действительности это подписка на емейл-рассылку. Но она находится не на своём месте: пользователь ожидает увидеть в шапке поля авторизации, но не подписку.

GE030 Логотипы брендов, расположенные ниже рекламного баннера, непонятны:



Возникает впечатление, что эти бренды как-то связаны с конкретной рекламой (гипотеза для данного случая: эти фирмы могут быть спонсорами акции помощи детдомовцам), однако это не так:



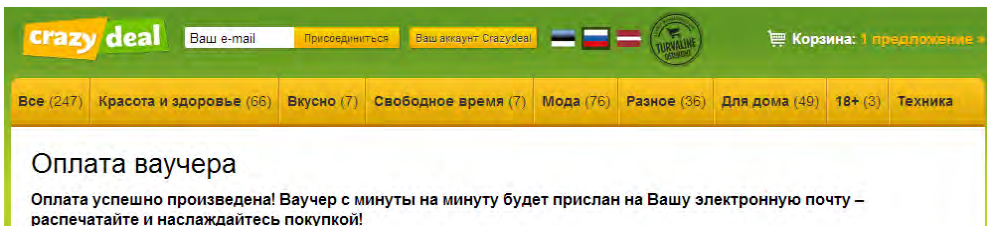
Было бы чуть более понятно, если бы это были лендинги на какие-то спецпредложения (поскольку сайт CrazyDeal посвящён акциям и скидкам), но это «просто ссылки», ведущие на главные страницы сайтов. Надпись,

разъясняющая, что именно это эти логотипы тут делают, могла бы увеличить число переходов на сайты брендов и тем самым способствовать продажам рекламной площади сайта.

GE040 Не нужно ничего класть в корзину без спроса. При первом заходе на сайт в корзине уже что-то лежит:

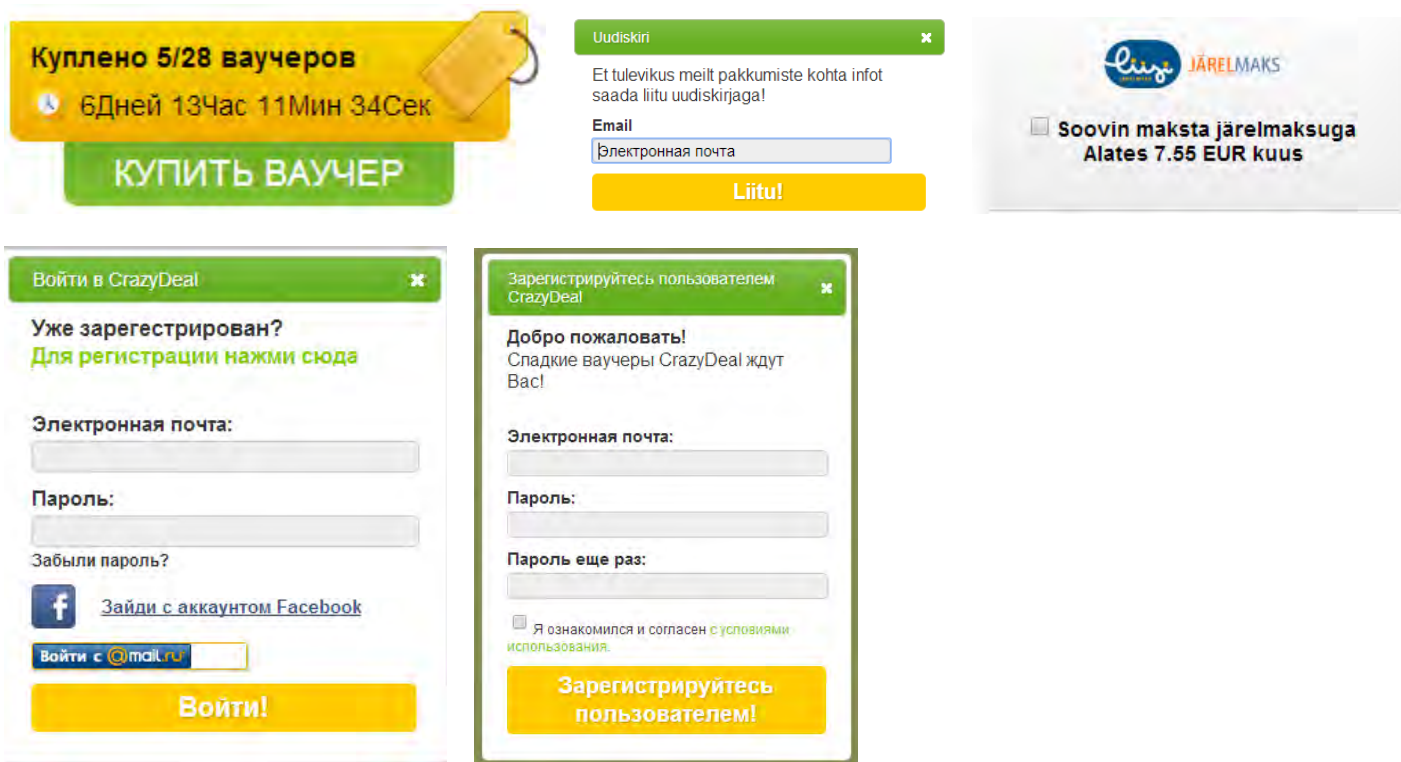


Хорошо, можно зайти в корзину и очистить её от непрошенного предложения. Но ещё хуже то, что это предложение снова автоматически добавляется в корзину **сразу после оплаты покупки**:



В данной ситуации нормальный человек воспринимает непустую корзину как несработавшую оплату!

GE050 Довольно часто некликабельные объекты выглядят выпуклыми, а кликабельные – плоскими:



Также наблюдается чехарда с цветами некликабельных и кликабельных объектов: они попеременно то зелёного, то жёлто-оранжевого цвета.

Главная страница, страницы категорий

Выиграйте романтический пакет для отдыха в отеле на двоих! Будет разыграно пять специальных пакетов размещения от отеля Astra

crazy deal Ваш e-mail Присоединиться Ваш аккаунт CrazyDeal Корзина: 1 предложение

Все (247) Красота и здоровье (66) Вкусно (7) Свободное время (7) Мода (76) Разное (36) Для дома (49) 18+ (3) Техника

Замечательные сочные мясные блюда армянской кухни на любой вкус от Leman Grill до -46%

Профессиональные повара Leman Grill умеют готовить совершенное мясо по-армянски, невероятно сочное и вкусное – истинное удовольствие для настоящего гурмана!

3.80 - 4.80€

Обычная цена: 6.50 - 7.80€
Скидка: 33 - 46%
Ваш выигрыш: 2.30 - 3.20€

Куплено 304 ваучера
21 час 12 мин 38 сек

Элегантно свисающие серебряные серьги с кристаллами Swarovski -84%

Полное расслабление и время наедине с собой – замечательный массажный -60%

Изысканные вкусные суши в Sushi Set -42%

Уборка без «химии»! Эффективнейшая паровая швабра -50%

Новые превосходные комплекты сексуального женского белья до -61%

Супер цена! Оздоровительный пояс для похудения VibroAction – простой секрет -59%

Ваш интернет-магазин электроники и бытовой техники – www.pult24.ee

992.00 EUR
Philips 3D/Smart TV/WiFi 55" 55PFL4608K
Рассрочка от 30.94 €

87.00 EUR
GOCLEVER QUANTUM 4.4" ekranaiga nuttitefon
Рассрочка от 2.91 €

27.98 EUR
Bosch PPW3301 Elektrooniline kaal Axxence Slim Line
Рассрочка от 1.00 €

103.00 EUR
GoClever DVR TITANIUM autokaamera 170°
Рассрочка от 3.40 €

А Ваши друзья в Facebook уже стали нашими фанатами?

Meie CrazyDeal!
www.facebook.com/crazydeal

О предприятии Архив Сотрудничество Условия пользования услугой Контакт Гарантия ЧЗВ Работать

Подпишитесь на рассылку новостей и выиграйте: Ваш e-mail

CA010 На купонном сайте работают три мотива поведения:

- (а) жадность: купить что-то со значительной скидкой;
- (б) дефицит: ограниченность предложения (временем или количеством) побуждает покупать;
- (в) стадность (“social proof”): люди покупают то, что покупают другие.

Эти побудители к действию более-менее отражены на карточке продукта, но не на главной странице и страницах категорий:

Стильные звуковые колонки с «танцующей» водой и эффектной светодиодной подсветкой -59%

СМОТРЕТЬ

Здесь мы видим только процент скидки (показан дважды), но нет конкретной цены (это главное), нет срока действия или объёма предложения и не показано, сколько человек уже купили ваучеры. Между тем, другие сайты показывают больше мотивирующей информации вдобавок к проценту скидки (конкретная цена, «осталось столько-то часов», «скоро заканчивается», «только один день», «новое предложение», «купили столько-то человек»):

7 hours left

Micro Federal Solutions

Two Hours of Handyman Services

WASHINGTON, D.C. **\$60**

ending soon

Bloomin' Broom Quality Cleaning Services

Three Hours of House Cleaning

\$70

Экологически чистые подушки и одеяла из шелка и кашемира от компании Leotex со скидкой до 81%

Скидка **80%** Цена **375 руб.** **Смотреть**

1 DAY ONLY

Fredericks

Satin Event: TODAY ONLY + Free Shipping (details)

\$19.50
Free Shipping

No Code Needed!

4.0% Cash Back

Shop Now

76% off two 8-pin to 30-pin iPhone adapters

NEW TODAY

View **\$6**

13 Days left Value: \$25

85% off a shutter release remote for iPhone and iPad

CLOSING SOON

View **\$9**

3 Days left Value: \$59.99

78% off a power bank charger

ENDING SOON

View **\$20**

2 Days left Value: \$89

Playoffs pride! \$5 NFL earbuds

ALMOST GONE

View **\$5**

1 Day left Value: \$29.99

\$6 for a pair of NFL utility gloves

ENDS TOMORROW!

View **\$6**

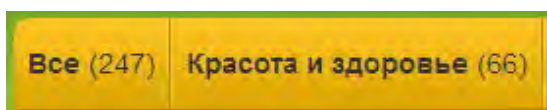
1 Day left Value: \$19.99



Надо добавить эту мотиваторы в списки предложений на главной странице и страницах категорий.

Ещё один «глобальный» мотиватор: рядом со ссылкой на корзину (в шапке) пишем, сколько денег удалось сэкономить на добавленных в корзину предложениях.

CA020 На главной странице нужно подчёркивать выбор **Все** так же, как это сделано на страницах категорий:



(главная страница)



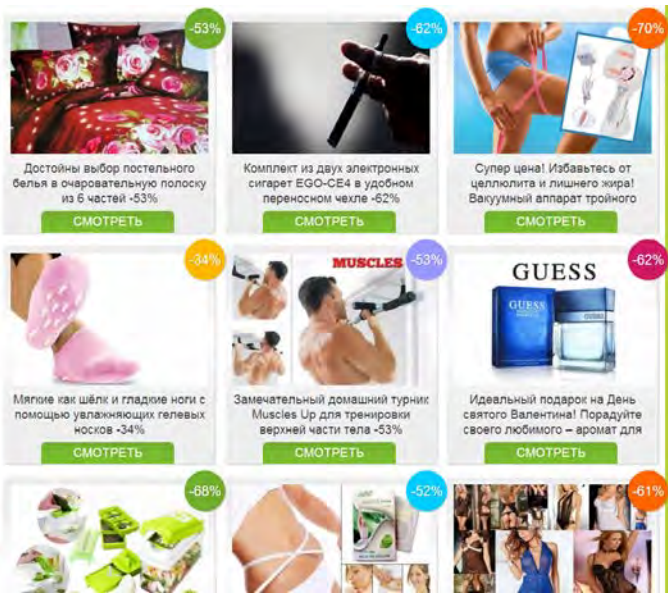
(страница **Красота и здоровье**)

CA030 Не понятно, почему именно это предложение занимает главное место на домашней странице, но при этом оно же показано вполне рядовым в своей категории:



Нужно как-то пояснить, чем это предложение заслужило центральное размещение на главной странице. На некоторых сайтах для центральных предложений довольно тупо пишут **FEATURED**, но это всё же лучше, чем ничего.

CA040 Предложения на главной странице выглядят как бессистемная бесконечная свалка:



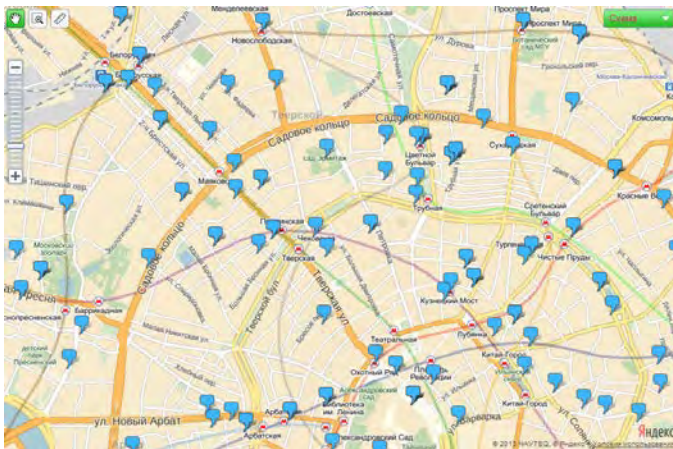
Нужны фильтры и сортировки. Очевидные варианты: по проценту скидки, по цене, по новизне, по популярности, по близости завершения срока предложения.

Примеры:



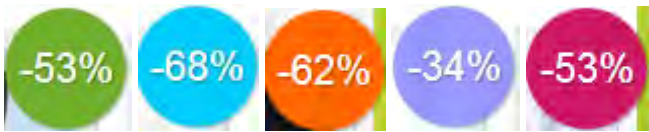
CA050 Для предложений, ограниченных местом реализации, нужна географическая фильтрация.

CA055 Предлагается рассмотреть полезность размещения предложений на карте:



Не исключено, что географическая близость предложений от текущего местонахождения либо высокая концентрация предложений в определённом районе могут замотивировать потребителя приобрести их.

CA060 Проценты скидок раскрашены во все цвета радуги:



Это сделано просто так, «для большей живости». Но это вебсайт, а не коробка монпансье. Это не только создаёт ненужный визуальный шум, но также может привести к тому, что вместо рассматривания предложений посетители начнут задумываться и искать какую-то систему цветовой кодировки, которой на самом деле нет. Это не нужно: все скидки должны быть одного цвета.

CA070 Процент скидки зачем-то вращается против часовой стрелки при наведении указателя мыши, но некликабелен:



Не нужно вращать. Зато нужно сделать скидку кликабельной.

Карточка товара

PP050 В правой колонке размещены по-видимому все 247 предложений:



Кто там будет их смотреть? Зато все страницы получились бесконечной длины.

Ищем разумные решения на аналогичных сайтах и внедряем их:

Hilton Hotel and Suites Niagara Falls/Fallsview -
Niagara Falls, ON Getaways

Stay with Dining Credit, Breakfast, and Winery Tours at Hilton Hotel and Suites Niagara Falls/Fallsview in Ontario

from \$109/night \$109/night

Stay for two in a city-view or falls-view room with dining voucher, breakfast, and winery tours and tastings, with dates into April

- Double-Queen City-View \$109+/night
Two queen beds
- King Jacuzzi City-View Room \$109+/night
One king bed
- King Jacuzzi Falls-View Studio \$129+/night
One king bed and sofa
- Double-Queen Falls-View \$119+/night
Two queen beds


Select Check-in






February

SU	MS	Tu	We	Th	Fr	Sa
	10	11	12	13		
	17	18	19	20	21	
23	24	25	26	27	28	1

Subtotal \$0 BOOK

Select your dates



▼ Road Trip

Getaways Report Fine Print & Details

Four-Star Hilton near Niagara Falls What You Get

Every day, about 200 billion liters of water surge over Canada's Horseshoe Falls, the largest of Niagara's three waterfalls. At ground level, there's a thunderous roar, and a massive cloud of mist rises high above the brink. From a higher vantage point, such as at the


- Stay for two in a double-queen city-view room, falls-view room, king jacuzzi city-view room, or king jacuzzi falls-view room

Search Getaways Road Trip Deals [See All](#)


Destination

Dates


SEARCH GETAWAYS



Stay with All Meals and a \$25 Credit at Pinegrove...
Pinegrove Family Dude Ranch
Kermonkton, NY
\$278 \$189



Stay at Six Flags Great Escape Lodge & Indoor...
Six Flags Great Escape Lodge...
Queensbury
\$170 \$105



Stay at Danfords Hotel & Marina in Port...
Danfords Hotel & Marina
Port Jefferson, NY
\$219 \$83

В данном случае на карточке из категории **Getaway** представлены альтернативные варианты из той же категории. Было бы также целесообразно поместить внизу страницы секцию «Вы недавно смотрели».

PP010 Мотиваторы (Обычная цена, Скидка, Ваш выигрыш) надо написать как-то повыпуклее:

35.90€

Обычная цена: 75.90€ Скидка: 53% Ваш выигрыш: 40.00€

Примеры для подражания (как видим, это устоявшийся паттерн):

\$35

BUY!

VALUE	DISCOUNT	YOU SAVE
\$50	30%	\$15

290 руб. Купить

Купить в подарок

Стоимость	Скидка	Экономия
1080 руб.	73%	790 руб.

1 615 руб. Выбрать

Цена	Скидка	Экономия
3 300 руб	51%	1 685 руб

от **600 рублей** Купить

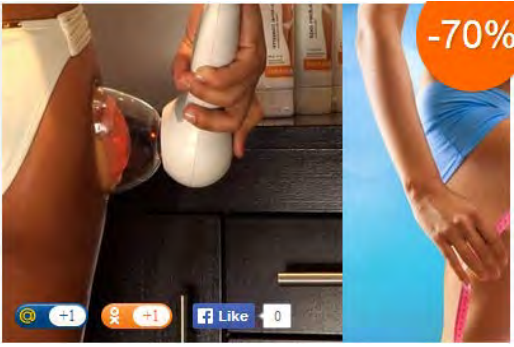
Стоимость	Скидка	Выгода
20,000 р.	94%	18,800 р.

950 руб. КУПИТЬ

Без скидки	Скидка	Цена
10650 руб.	91%	950 руб.

Обычную цену можно бы ещё и перечеркнуть.

PP020 Автоматическая прокрутка галереи изображений – плохое решение:



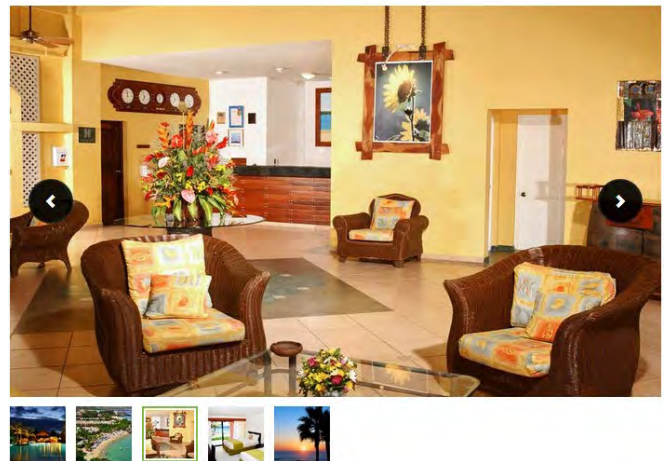
Во-первых, мельтешит и бесит; во-вторых, не позволяет разглядеть интересующее изображение получше.

Ещё и социальные кнопки зачем-то размещены поверх изображения:



(Вообще, эти кнопки – просто визуальный мусор. Соцсети не работают. А вот возможность отправки страницы по электронной почте не помешала бы.)

Вот правильное решение (миниатюры достаточного размера, никакой автопрокрутки: всё под контролем пользователя):



РР030 Правильное решение для товаров, которые имеют несколько вариантов цветового оформления, к сожалению, *не найдено*:

Достойны выбор постельного белья в очаровательную полосу из 6 частей -53%

35.90€

Обычная цена: 75.90€ Сэконом: 53% Вы сэкономили: 40.00€

Куплено 17/69 ваучеров

13Час 31Мин 31Сек

КУПИТЬ ВАУЧЕР



Условия

Доставка товара: 13.02.2014 до 19.02.2014

- Не раздумывайте долго! В наличии только 69 ваучеров!
- Товар можно заказать за дополнительную плату с доставкой в любой регион Эстонии:
 - почтовый автомат Post24 – 2,35 €
 - почтовая контора – 3,69 €
 - курьер – 4,49 €

- Пожалуйста, выберите подходящий способ доставки при совершении покупки.

Kaisart

Kaisart OU
Электронная почта: info@kaisart.ee

Особенности

- В стоимость ваучера входит один выбранный Вами комплект постельного белья из шести предметов с изумительным узором, чтобы Вам снились только самые лучшие сны.
- В комплекте:
 - пододеяльник 200 x 220 см.
 - простыня 200 x 230 см.
 - 2 наволочки 70 x 80 см.
 - 2 наволочки 40 x 40 см.
- На выбор предлагаются 13 разных узоров, которые можно увидеть в дополнительной информации.
- Вы сможете выбрать комплект постельного белья с желаемым узором уже при совершении покупки!
- В дополнение к ослепляющей красоте, постельное белье сделано из 100% хлопка.
- Комплекты постельного белья изготовлены на 100% из мягкого и хорошо «дышащего» хлопка, который не вызывает аллергии и не раздражает кожу.
- Красивые узоры качественного постельного белья не тускнеют даже после многих стирок в стиральной машине, а также не стоит бояться, что это белье может сесть после стирки.
- Лучшее лекарство для уставшего тела после долгого рабочего дня – это крепкий здоровый сон! Купите себе отличное постельное белье, приятное для глаз и обеспечивающее полное расслабление Вашему телу!

Дополнительная информация

Модель 1



Модель 2



Модель 3



35.90€

Обычная цена: 75.90€ Сэконом: 53% Вы сэкономили: 40.00€

Куплено 17/69 ваучеров
13Час 28Мин 05Сек
КУПИТЬ ВАУЧЕР

Условия

Доставка товара: 13.02.2014 до 19.02.2014

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 - курьер – 4,49 €
- Пожалуйста, выберите подходящий способ доставки при совершении покупки.

Kaisart

Kaisart OU
Электронная почта: info@kaisart.ee

Покупка

Ваш выбор:

Модель 1 (3/5)	35.9 € (75.9€)	-53%
Модель 2 (2/6)	35.9 € (75.9€)	-53%
Модель 3 (1/6)	35.9 € (75.9€)	-53%
Модель 4 (0/6)	35.9 € (75.9€)	-53%
Модель 5 (0/6)	35.9 € (75.9€)	-53%
Модель 6 (0/9)	35.9 € (75.9€)	-53%
Модель 7 (0/6)	35.9 € (75.9€)	-53%
Модель 8 (4/4)	35.9 € (75.9€)	-53%
Модель 9 (0/5)	35.9 € (75.9€)	-53%
Модель 10 (1/5)	35.9 € (75.9€)	-53%
Модель 11 (2/2)	35.9 € (75.9€)	-53%
Модель 12 (2/2)	35.9 € (75.9€)	-53%
Модель 13 (2/7)	35.9 € (75.9€)	-53%

Список выбора варианта не содержит миниатюр (приходится закрывать его и скроллить страницу, чтобы не ошибиться с выбором номера модели, а их могут быть десятки). В списке выбора нет кнопки действия. Не понятны цифры в скобках типа (3/5). Эти цифры на самом деле показывают степень распроданности варианта

товара. Если вариант полностью распродан (N/N), то его нельзя выбрать из списка: элемент списка не подсвечивается при наведении мыши. Пользователь, естественно, в недоумении. Надо явно показывать, что вариант распродан. А ещё лучше вообще не показывать распроданные варианты ни на карточке товара, ни в списке выбора варианта.

Надпись с номером модели относится к картинке выше или к картинке ниже? (Расстояние от надписи до обеих картинок одинаковое.)



Модель 6



Модель 7



Чтобы это понять, приходится скроллить либо на первую, либо на последнюю картинку. Нужно сделать так, чтобы было сразу понятно.

Более того, на одних страницах надпись относится к картинке выше, а на других – к картинке ниже:



Модель 1

Модель 1



PP035 Как и ожидалось, в корзину добавляется миниатюра *не от той* модели, которая была выбрана пользователем (пользователь выбрал **модель 2**, а картинка показывает **модель 12**):



Достойны выбор постельного белья в очаровательную полоску из 6 частей -53%

Ваш выбор:: Модель 2 (2/6) + Lisa uus valik

Поскольку проблема имеет давно известные решения, не разжёвываем этот момент, а адресуем разработчиков к нормальным сайтам.

PP040 Если товар полностью распродан, не нужно показывать его в каталоге в одном ряду с действующими предложениями:

Комплекты постельного белья из нежного сатина из двух предметов -56%

10.90€

Обычная цена: 24.90€ Скидка: 56% Ваш выигрыш: 14.00€

Куплено 17/17 ваучеров
13Час 41Мин 33Сек

Uudiskiri

Et tulevikus meilt pakkumiste kohta infot saada liitu uudiskirjaga!

Email

Электронная почта



Liitu!

СМОТРЕТЬ

PP050 Также не нужно каждый раз переспрашивать адрес почты, если пользователь его уже вводил.

Корзина

Корзина

ПРЕДЛОЖЕНИЕ	КОЛИЧЕСТВО	ЦЕНА	ИТОГО
 Практичный будильник с 5 функциями и меняющим цвет светодиодным светом -70%	1	6.90 €	6.90 €
 Достойны выбор постельного белья в очаровательную полоску из 6 частей -53% Ваш выбор: Модель 2 (2/6) + Lisa uus valik	1	35.90 €	35.90 €

Способ доставки: *
Post24 €2.35

Способ доставки: *
Курьер €4.49

SMS HIND: 0.12 €
Транспорт: 6.84 €
Вместе: 49.76 €

[Добавить больше товара в корзину >](#)

1 Sisesta oma andmed

Желая SMS ваучер (0.06 €)

+372 5

Ваш e-mail: *

* Поле адреса электронной почты является обязательным!

Ваше имя: *

Номер Вашего телефона: *

+372 5

Post24 автомат: *

- Выберите -

Курьер: *

Улица: *

Дом и квартира: **

Город/посёлок: *


Почтовый индекс: *

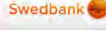

Все поля, отмеченные звёздочкой * обязательны для заполнения

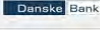

Данной покупкой, соглашаюсь с [условиями использования](#).

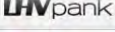
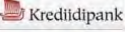
CrazyDeal OÜ / Registrikood: 123000703 / KMKR nr: EE101417699





2 Выберите способ оплаты


Pakume järelmaksu vähemalt 50 € ostu puhul.

Банковские данные и данные кредитной карты Вы вводите напрямую в банк или в Банковский карточный центр (Pankade Kaardikeskus AS). Мы не сохраняем данные, связанные с Вашим банковским счетом или кредитной картой. Данные передаются через безопасное SSL-соединение.

После платежа нажмите в интернет-банке кнопку «Назад к коммерсанту».

Гарантия CrazyDeal

Если услуга или товар не соответствовали описанному в ваучере, то свяжитесь с нами и вернем деньги.

100% KINDEL

Ваучер

После совершения покупки мы пришлём Вам на эл. почту ваучер. Если Вы зарегистрированы в качестве пользователя CrazyDeal, Вы найдёте купленный ваучер в разделе «Мои покупки». Распечатайте ваучер и купите с его помощью желаемый товар или услугу!

SMS-ваучер

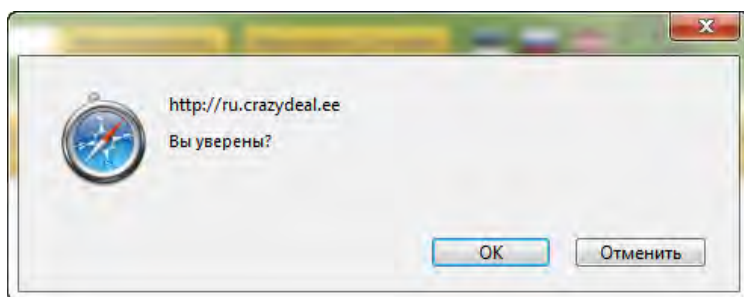
Чтобы заказать SMS-ваучер введите при совершении покупки номер своего мобильного телефона. Для использования ваучера при покупке покажите поставщику услуги SMS-ваучер

Обслуживание клиентов

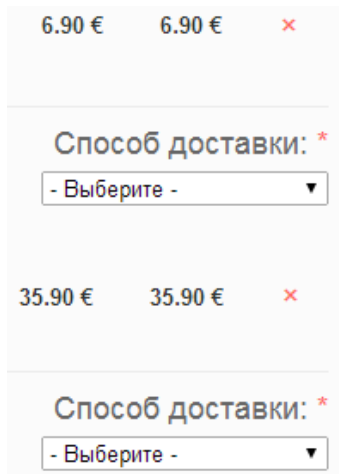
Если у Вас возник вопрос или проблема – свяжитесь с нами при первой возможности, и мы поможем Вам.

Телефон: 697 6869
Электронная почта: info@crazydeal.ee

SC010 Не нужно переспрашивать «Вы уверены?» при удалении позиций из корзины:



SC020 Красные крестики удаления товара легко спутать с красными звёздочками обязательных полей:




SC030 Кнопка плохо сформулирована:

Добавить больше товара в корзину »

Надо написать **Продолжить покупки** и показать стрелочку влево (вернуться *назад* в магазин), а не вправо.

У этой кнопки обычно бывает привычная альтернатива **Оформить покупку** (часто со стрелочкой вправо), но её в данном случае нет. В результате кнопка **Добавить больше товара в корзину** на первый взгляд выглядит как единственная кнопка действия на этой странице.

SC050 Заголовки «съехали»:

ПРЕДЛОЖЕНИЕ	КОЛИЧЕСТВО	ЦЕНА	ИТОГО
 Практичный будильник с 5 функциями и меняющим цвет светодиодным светом -70%	1	6.90 €	6.90 €

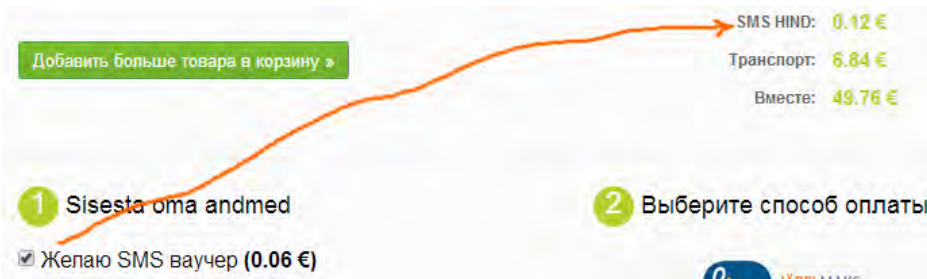
SC060 Картинка товара некликабельна, а должна быть таковой. Название товара кликабельно, но не выглядит как таковое.

SC070 Крестик удаления товара очень мелкий и требует скрупулёзного подвода мыши.

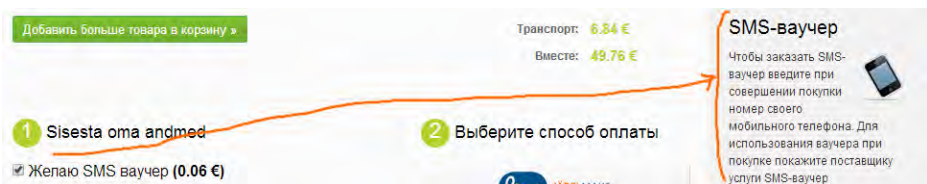
SC080 Итоговая цена визуально не выделена (и не выравнена по десятичной точке):

SMS HIND: 0.12 €
Транспорт: 6.84 €
Вместе: 49.76 €

SC090 Зачекивание чекбокса **Желаю SMS ваучер** приводит к появлению цены слишком далеко от места зачекивания (вдобавок и выше него, что создаёт риск того, что пользователь вообще не увидит добавление новой строки в калькуляцию):



SC100 Разъяснение по SMS-ваучеру дано далеко от чекбокса:



SC105 SMS-ваучеры создаются для *каждого* товара в корзине, хотя это имеет смысл не для всех заказов:

3. Кому я должен показать ваучер, если товар заказан по почте?

Если Вы заказали товар по почте, показывать ваучер больше никому не нужно. Остается только дождаться уведомления о доставке посылки по электронной почте или при помощи SMS-сообщения. На всякий случай храните ваучер до тех пор, пока не получите товар и не останетесь им довольны.

SC110 Не надо спрашивать скорее всего один и тот же номер телефона дважды:

SC120 Известно, что формы из двух колонок регулярно становятся причиной проблем.

1 Sisesta oma andmed

Желая SMS ваучер (0.06 €)

Ваш e-mail: *

* Поле адреса электронной почты является обязательным!

Ваше имя: *

Номер Вашего телефона: *

+372 5

Post24 автомат: *

- Выберите -

Курьер: *

Улица: *

Дом и квартира: *

Город/посёлок: *

Почтовый индекс: *

Все поля, отмеченные звёздочкой * обязательны для заполнения

Данной покупкой, соглашаюсь с [условиями использования](#).

CrazyDeal OÜ / Registrikood: 123000703 / KMKR nr: EE101417699

2 Выберите способ оплаты



Soovin maksta järelmaksuga
Alates 7.74 EUR kuus

Swedbank

SEB

Danske Bank

Nordea

LHV pank

Krediidipank

MasterCard

VISA

emt elisa

Банковские данные и данные кредитной карты Вы вводите напрямую в банк или в Банковский карточный центр (Pankade Kaardikeskus AS). Мы не сохраняем данные, связанные с Вашим банковским счетом или кредитной картой. Данные пересылаются через безопасное SSL-соединение.

После платежа нажмите в интернет-банке кнопку «Назад к коммерсанту».

Нужно заменить форму на вертикальную либо разбить на страницы-шаги.

SC130 С русской версии сайта идёт переход на эстонские страницы банков:

Swedbank

Swedbanki internetipanka sisselogimiseks valige kõigepealt autentimisvahend, milleks võib olla ID-kaart / Digi-ID, Mobiil-ID, paroolikaart või PIN-kalkulaator.

Seejärel sisestage oma kasutajatunnus ja vastavalt valitud autentimisvahendile küsitud parool, kood või telefoninumber.

ID-kaart / Digi-ID Mobiil-ID Paroolikaart PIN-kalkulaator

Logi sisse Kasutajatunnus Püsiparool **Logi sisse** Kui sisselogimine ei õnnestunud »

Danske Bank

Esmaspäev, 10. veebruar 2014

Internetipanga kasutamine

- Turvalisus
- Kasutustingimused
- Privaatsus
- Mida internetipank võimaldab?

Danske internetipanka sisenemine RUS | ENG

Palun sisestage oma kasutajatunnus:

Kasutajatunnus:

Sisenen **Sisenen ID-kaardiga** **Sisenen Mobiil-IDga**

Подтверждение покупки

CF010 Текст письма-подтверждения выглядит универсально-бесполезным:

Täname ostu eest!

Üks pisike heategu võib lennutada ümber maailma – kingi lastekodulaste šokolaad ja võida ümbermaailmareisi!
Одно благое дело может обернуться кругосветным путешествием – подарите воспитанникам детского дома шоколад и выиграйте путешествие вокруг света!
<http://crazydeal.ee/pakkumine/vaata/tid/4d4dwz1>

Manusega on kaasas Sinu voucher PDF formaadis.

Kaup saadetakse Sinuni valitud tarneviisiga voucheril märgitud kohaletoimetamise aja jooksul.

1. Kui valisid tarneviisiks Post24, saadetakse Sinule paki saabudes SMS ja e-mail uksekoodiga, millega saad kauba pakiautomaadist kätte 2. Kui valisid tarneviisiks postkontori, saadetakse Sinule paki saabudes SMS ja e-mail saadetise koodiga, mille alusel saad kauba postkontorist kätte 3. Kui valisid tarneviisiks kulleri, helistab Sulle paki saabudes kuller ja lepib kokku üleandmise aja

Enimlevinud küsimustele leiad vastuse siit - <http://crazydeal.ee/info/kkk> На самые распространенные вопросы ответ можно найти здесь - <http://ru.crazydeal.ee/info/kkk>

Crazydeal meeskond :)

Надо, прежде всего, предоставить возможность отслеживания статуса заказа.

Также отсутствует напоминание о выбранном способе и месте доставки (в данном случае при оформлении заказа была запрошена доставка в конкретный постамат).

CF020 Нет этой информации и в PDF-ваучере:

The image shows a voucher from Crazy Deal. At the top left is the 'crazy deal' logo. To the right, it says 'Voucher: #8445-0017', 'Pin: 3848', and 'Ostetud: 10.02.2014'. The main title is 'Uhke valik lummava mustriga 6-osalisi 100% puuvillast voodipesukomplekte -53%'. Below this, it states 'Kauba kohaletoimetamine: 13.02.2014 kuni 19.02.2014' and 'Väärtus 35.9 EUR Mudel 2'. The section 'Voucheri tingimused ja eripärad' lists several conditions: the voucher is valid until 19.02.2014; it can be used for shipping to anywhere in Estonia; it is valid for 6-piece sets; the voucher price is 35.90 EUR; it is valid for 100% cotton products; it is valid for 13 different patterns; it is valid for 100% cotton products; it is valid for 100% cotton products; it is valid for 100% cotton products. At the bottom, there is contact information for Kaisart OÜ, including a phone number and an email address. A small icon of a speech bubble with an 'i' inside is also present.

CF030 Не разъяснено, для чего нужен PIN.

Рассылка предложений

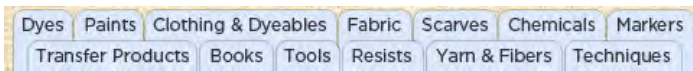
SU010 На засвеченный при покупке адрес почты тут же начинают интенсивно спамить, хотя пользователь нигде не просил присылать ему предложения. Желание получать рассылку должно быть явно указано пользователем.

UX review of DharmaTrading.com

Version 2 | 16.02.2014

Global navigation

GL010 Two-row menu of categories is probably not a good solution:



This reminds me an infamous old design of Amazon. They introduced two-row tabs in April 2000 but removed them just four months later because the tabs did not work well:

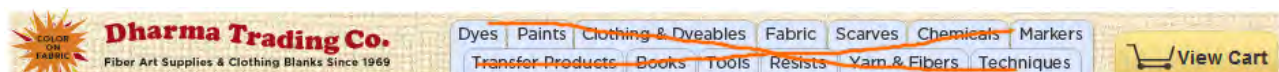


Amazon.com, April 2000



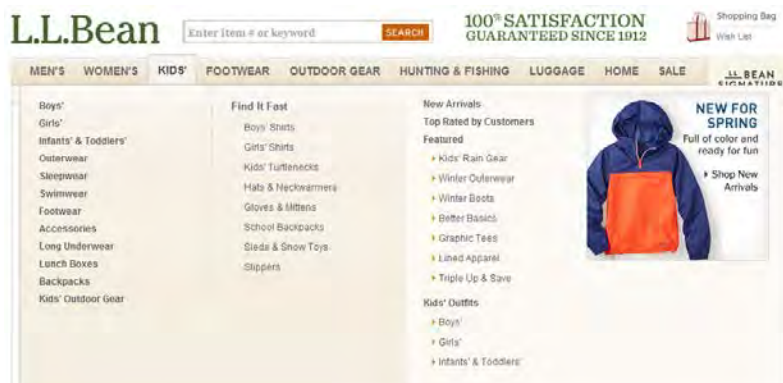
Amazon.com, August 2000

In your case there exists a full possibility to present categories as a normal horizontal menu (and even with a larger font size):



Dyes | Paints | Clothing & Dyeables | Fabric | Scarves | Chemicals | Markers | Transfer Products | Books | Tools | Resists | Yarn & Fibers | Techniques

GL020 I also recommend to use the megamenu for categories. An example of a well-designed megamenu is [L. L. Bean](http://www.llbean.com) website:



Megamenus are large and they allow for showing not only lists of subcategories but also links to new items, daily deals, popular items and even direct links to concrete products you want to promote.

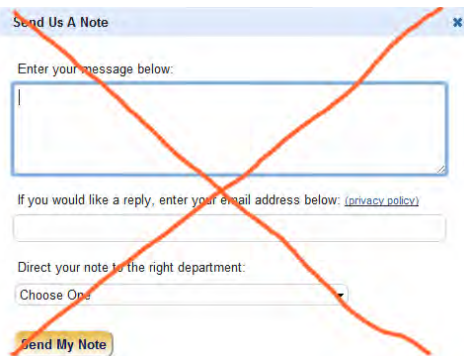
The most important improvement the megamenus provide is a possibility to reach subcategories and individual products without the necessity to visit category pages before them.

A discussion of megamenu examples accompanied with a list of *useful tips* on megamenu design can be found in [25 e-Commerce Mega Menus Dissected](#). The famous Jakob Nielsen's article [Mega Menu Work Well for Site Navigation](#) can be useful too (in particular, take a look how to avoid the "diagonal problem" often arising in megamenus).

GL030 A more appropriate place for contact info is masthead, not the left column:



Use a <mailto:> link instead of a contact form. All people used to use normal email and nobody likes contact forms:



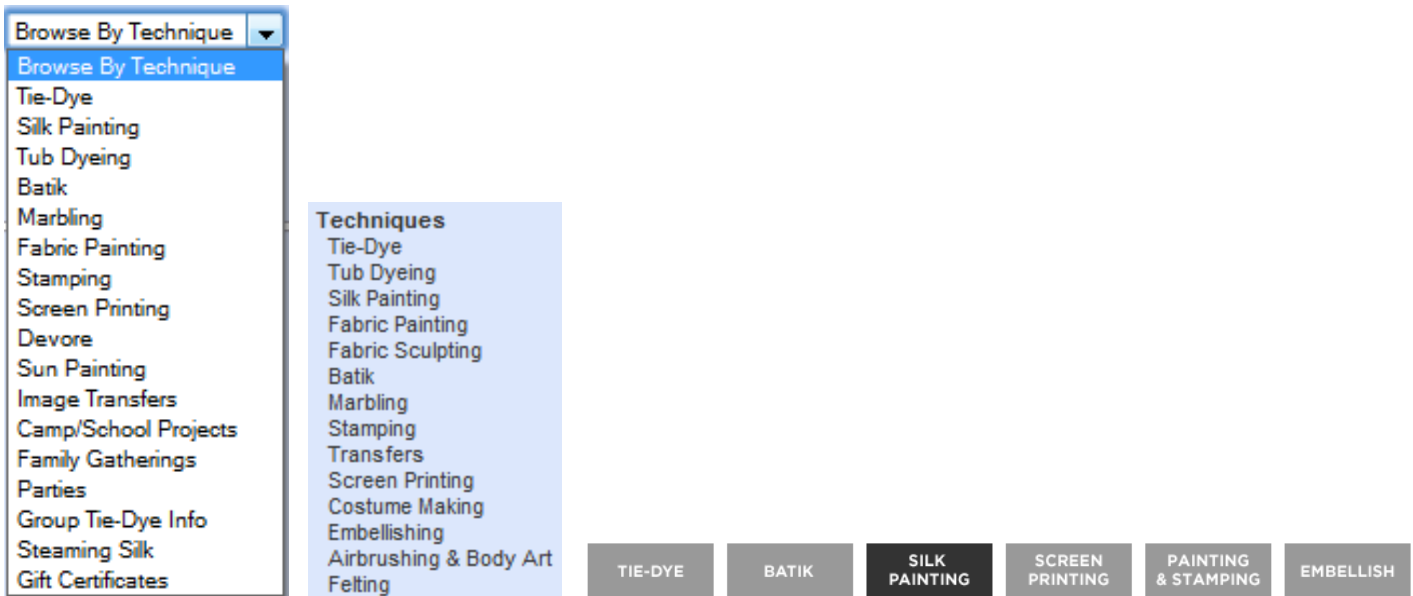
GL040 Show **New Stuff** on a special section of the homepage, don't forward visitors to a separate page to see new products:



Other sections on the homepage may be **Popular Products**, **Special Offers** and **Recently Purchased Items**.

GL050 Do not duplicate links:





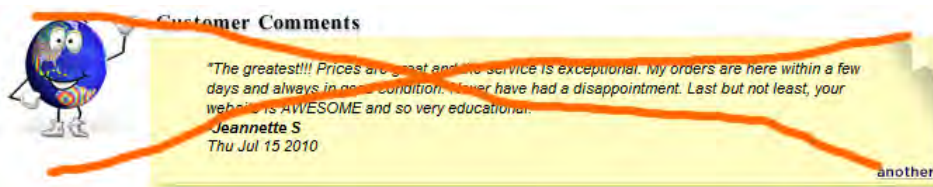
Although this method may increase page visits the main negative result is customer’s confusion.

GL060 Since **Techniques** play a key role on your website, you may show them on the left column just below the logo and main menu:

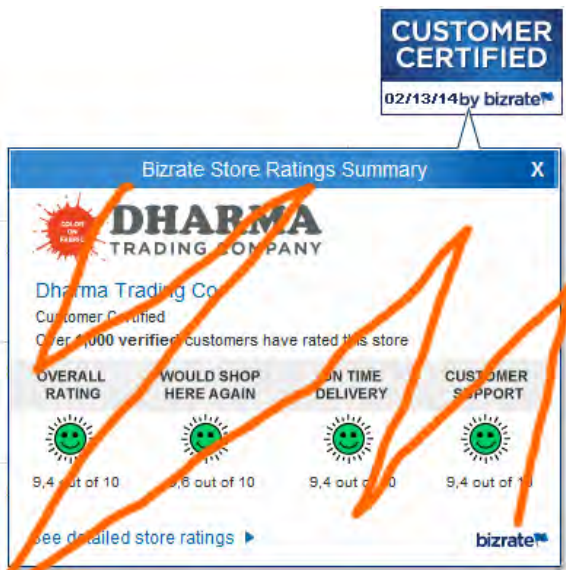


GL080 Although inkblot is your logo, people wouldn’t perceive it as such. You need a better designed logo to instill confidence and trust in your customers.

GL090 Remove this because it looks “Mickey Mouse”:

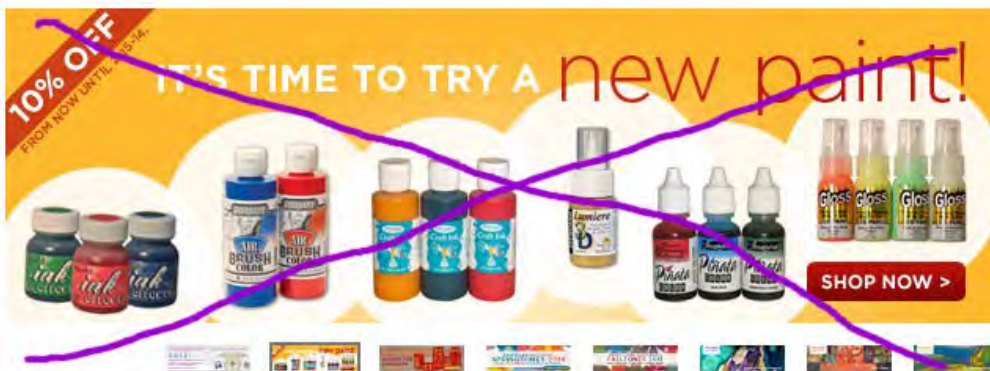


GL100 Don't show this popup on *mouse hover*. It's extremely annoying:



Homepage

HP010 Remove the carousel:



Carousels don't work (see [Should I use a Carousel?](#), [Don't Use Automatic Image Sliders or Carousels, Ignore the Fad, Rotating Banners? Just Say No!](#), [Rotating Offers – the Scourge of Home Page Design](#), [That Big Sliding Banner? Yeah, It's Rubbish](#)).

HP020 Remove this:



These messages (and a carousel) only push important content down. Nobody will read them. Visitors want to see your offer; words about low prices are meaningless to them.

Category pages

CA010 Avoid large, senseless and non-clickable banners:



CA020 Make subcategories' images and labels larger:



All Our Paints



Paints For Cotton, Rayon, and Hemp



Paints for Silk Painting



Paints and Dyes For Silk, Wool, and Nylon



Paints For Marbling



Paints For Screen Printing



Paints For Leather



Specialty Paints



Help Choosing Your Paint



Kits and Starter Sets

Three subcategories in a row will be ok.

Product pages

PP010 Legend (✓ = In Stock ● = Out Of Stock) is not the best idea to indicate out-of-stock items:

Stock#	Product Details	Quantity	1-11	12-35	36-59	60+
#3587-NAVY	Navy - S ●	<input type="text"/>	\$7.45	\$6.88	\$6.21	\$6.04
#3587-NAVY	Navy - M ▲	<input type="text"/>	\$7.45	\$6.88	\$6.21	\$6.04
#3587-NAVY	Navy - L ●	<input type="text"/>	\$7.45	\$6.88	\$6.21	\$6.04
#3587-NAVY	Navy - XL ●	<input type="text"/>	\$7.45	\$6.88	\$6.21	\$6.04
#3587-NAVY	Navy - 2X ▲	<input type="text"/>	\$8.87	\$8.18	\$7.39	\$7.19
#3587-NAVY	Navy - 3X ▲	<input type="text"/>	\$10.58	\$9.77	\$8.82	\$8.58

Indicate clearly that an item is unavailable and don't show **Quantity** field for them. Also consider removing out-of-stock variations from the list at all.

PP020 Instead of showing product variations in sometimes too long tables, consider more conventional method of selecting a variation:



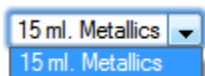
PP030 If a product has no variations, prefill **Quantity** field with 1:

Stock#	Product Details	Quantity	List Price	Dharma Price
#BFGFD	Soft cover - 160 pages ✓	<input type="text" value="1"/>	\$24.95	\$22.45

PP040 Remove discontinued items from the catalog:

Stock#	Product Details	Quantity	Dharma Price
#SA-3589-WHIT	White - S this item discontinued by manufacturer - replacement is #3590	<input type="text" value=""/>	\$5.50 \$3.99

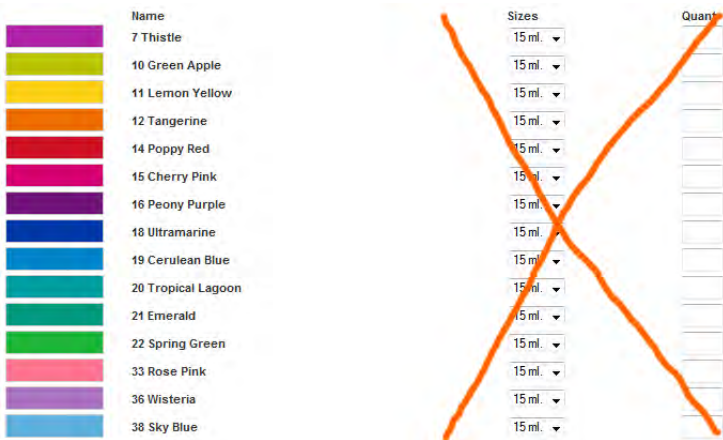
PP050 Do not use dropdown list when only a single selection is possible:



PP060 Your **New Color Picker** is an interesting idea but also consider adding **Size** and **Quantity** directly to the picker:



This would allow you to greatly reduce the width of the color list:






Also consider showing colors in a grid to reduce the vertical size of the list:



PP070 Place **Add to cart** button first and make it visually different from **Cancel**:

Choose size(s) ✕

Select the size and quantity you would like to order and click 'Add To Cart' to add the colors you have selected to your shopping cart.

Color	Name	Sizes	Quant
		15 ml. ▾	1
		15 ml. ▾	1
		15 ml. ▾	1

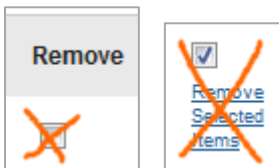
Add To Cart [Cancel](#)

Shopping cart

SC010 Show the number of items in the cart:









SC020 Remove items with a single click:



Use **Remove** button for this.

SC030 Place **Go to checkout** button *below* shipping cost calculator:

Shipping direct from Dharma Trading Co. VISA MasterCard DISCOVER PayPal

	Quantity	Price	Total	Remove
 Dharma Pigment Dye - 4.oz. #PDYE4 - 15 Orange	2	\$8.36	\$16.72	
 All Purpose Ink #API - 58 - Sky Mist	1	\$2.93	\$2.93	
 All Purpose Ink #API - 22 - Spring Green	1	\$2.93	\$2.93	

Total of items on this order: **\$22.58**

[Return To Shopping](#) [Save My Order](#) [Update Cart](#) [Go To Checkout](#)

Calculate Your Shipping

For an estimate of the shipping costs for the items in your cart, enter your shipping information.


Country:

Postal (ZIP) Code:

City (if other than USA or CAN):

[Show Shipping Estimates](#)

We only ship to some countries. If your country is not on the list on our [international shipping page](#), we will not ship packages there.



SC040 Allow a customer to select a shipping method:

Shipping Costs for items shipping from Dharma Trading Company

Shipping to Postal Code 10101 [\[change postal \(ZIP\) code\]](#)

Shipping costs are based on the total weight of all items in your cart.

Method	Cost
UPS SurePost Estimated delivery: 3 to 8 business days.	7.10 ◀ Lowest Price
UPS Ground Estimated delivery: 2/21/2014	12.69
UPS Three-Day Select Estimated delivery: 2/19/2014	14.17
FedEx 2 Day Air Estimated delivery: 2/18/2014	18.35
FedEx 1 Day Air Estimated delivery: 2/17/2014	37.88
FedEx 1 Day Air AM Estimated delivery: 2/17/2014 by 10:30 AM	40.49
Priority Mail Estimated delivery: 2 to 5 business days	8.95

• 1st Class Mail is not available for this shipment as it exceeds the 13 oz. limit

On selection, recalculate the total amount of the order. Shopping cart is the page where a customer should see *the last and final price* of his order.

SC050 Do not show **Calculate Your Shipping** box again:

Shipping Costs for items shipping from Dharma Trading Company

Shipping to Postal Code 10101 [\[change postal \(ZIP\) code\]](#)

Shipping costs are based on the total weight of all items in your cart.

Method	Cost
UPS SurePost Estimated delivery: 3 to 8 business days.	7.10 ◀ Lowest Price
UPS Ground Estimated delivery: 2/21/2014	12.69
UPS Three-Day Select Estimated delivery: 2/19/2014	14.17
FedEx 2 Day Air Estimated delivery: 2/18/2014	18.35
FedEx 1 Day Air Estimated delivery: 2/17/2014	37.88
FedEx 1 Day Air AM Estimated delivery: 2/17/2014 by 10:30 AM	40.49
Priority Mail Estimated delivery: 2 to 5 business days	8.95

• 1st Class Mail is not available for this shipment as it exceeds the 13 oz. limit

Order in the next **3 hours, 37 minutes** and we'll ship tomorrow.

Please keep in mind: when choosing shipping options that only business days are counted, not holidays, weekends, or the first day processing your order.

Total of items on this order: **\$22.58**

[Return To Shopping](#)

[Save My Order](#)

[Update Cart](#)

[Go To Checkout](#)

Calculate Your Shipping

For an estimate of the shipping costs for the items in your cart, enter your shipping information

Country:

Postal (ZIP) Code:

City (if other than USA or CAN):

[Show Shipping Estimates](#)

We only ship to some countries. If your country is not on the list on our [international shipping page](#), we will not ship packages there.

Checkout

CO010 This is probably the most terrible checkout page I've ever seen:

Dharma Trading Co.
Fiber Art Supplies & Clothing Since 1968

Dyes | Paints | Clothing & Dyeables | Fabric | Scarves | Chemicals | Markers
Transfer Products | Books | Tools | Resist | Yarn & Fibers | Techniques

View Cart

Step 1: Address Information

Welcome, guest. [Sign in here](#) if you already have an account. Current Order Total: 22.58

Your Contact Info **Shipping Address** **Billing Address**

Dharma Customer Id (if you know it):

Same as Contact Information Same as Contact Information
 Same as Billing Information Same as Shipping Information

First Name Middle Last Name First Name Middle Last Name First Name Middle Last Name

Company Name Company Name Company Name

Country: USA-UNITED STATES Country: USA-UNITED STATES Country: USA-UNITED STATES

Street Address Street Address Street Address

Street Address 2 Street Address 2 Street Address 2

City: NEW YORK City: City: State: New York State: Not Specified State: Not Specified

Postal Code: 10101 Postal Code: Postal Code: Phone Number: Phone Number: Phone Number:

E-Mail Address:

Your online account with us will be updated with the email you enter here. [Our Privacy Statement](#)

I want to receive your monthly newsletter: Yes No

I want to receive your annual catalog: Yes No

We'd like permission to email to you occasional news of sale items, special offers and new products. For example in August we offered first chance to order items put on sale that have been dropped from the new catalog. We are very careful to protect your email address. We never sell, lend, or leave it unattended.

Note: If you choose to have a print catalog mailed to you, we'll use your Contact information.

Return To Shopping Save Address & Continue

Shopping on Our Website is Safe!

- We are Visa/MC CISP Compliant
- All Transactions are 100% secure
- We Never Sell or Share Info.

403
Secured by
Authorize.net
2014-02-14
Payment Processing

My prediction is that 95% of new customers abandon their shopping carts just after a brief look at this form. It must be redesigned completely:

- fill the form automatically with information from your database after a customer enters a valid **Dharma Customer Id**;
- avoid multi-column layouts ([Form Field Usability: Avoid Multi-Column Layouts](#): “you should avoid multi-column layouts for form fields”; [An Extensive Guide To Web Form Usability](#): “keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns”, “forms should never consist of more than one column”; the only exception from this rule is **First name | Middle | Last name**: these fields can be placed horizontally);
- do not ask the same information three times; remove the **Your Contact Info** group of fields, show **Billing Address** only if it is different from **Shipping Address** (use a checkbox to hide/show **Shipping Address** group of fields);
- do not associate **E-Mail Address** field with probable “spam” (yes, you ask for a customer’s consent to receive your mailings but this is simply a bad neighborhood: people become nervous when they see email address field placed in a close vicinity with subscription options):

E-Mail Address

Your online account with us will be updated with the email you enter here. [Our Privacy Statement](#)

I want to receive your monthly newsletter

Yes No

I want to receive your annual catalog

Yes No

We'd like permission to email to you occasional news of sale items, special offers and new products. For example, in August we offered first chance to order items put on sale that have been dropped from the new catalog. We are very careful to protect your email address. We never sell, lend, or leave it unattended.

Note: If you choose to have a print catalog mailed to you, we'll use your Contact Information.

(e) radiobuttons should always have a default value (**No** in your case):

I want to receive your monthly newsletter

Yes No

Recommendations on Math Genie website usability

Version 1 | 20.03.2014

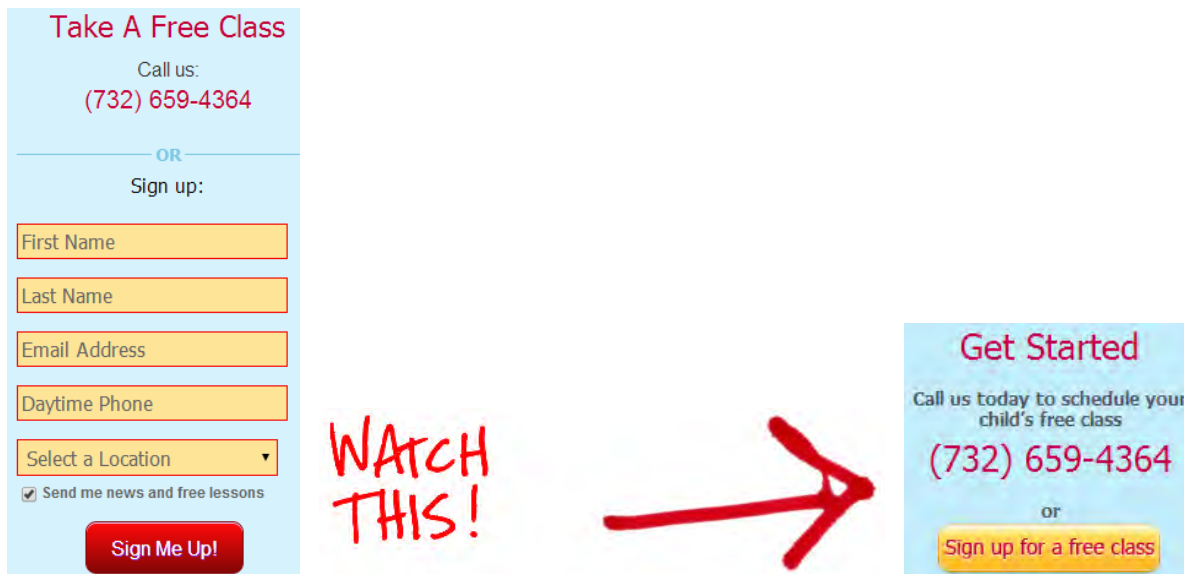
First impression

FI010 Some elements of design make your website look somewhat old and not very professional. In the eyes of a modern user it needs some “flatization”. I am absolutely not a fan of flat style but it would be good to remove gradients, borders and drop shadows. Only buttons and entry fields should have 3D-look, other elements shouldn't.

FI015 MAKES MATH FUN slogan is unreadable because of the low text-background contrast and the use of an inappropriate font:



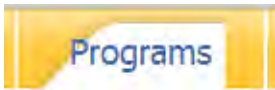
FI020 Avoid excessive use of red color:



Generally, red color should be reserved to error messages only¹. In particular, red borders around entry fields are often used to indicate erroneous input. Your sign-up form looks like signalling errors in every field!

¹ See *Web Form Design: Adobe's Error Messages*: <http://www.lukew.com/ff/entry.asp?949>; also: “**Reserve red for errors.** By convention, in interactive computer systems the color red connotes *alert, danger, problem, error*, etc. Using red for any other

FI030 Fix the bug in the main menu:



FI050 A visitor expects these logos to be links to different publications, however, they all lead to the same page which does not mention any newspaper publications:



This doesn't add trust to your website.

FI060 Do not autoplay video after loading the webpage:

Math Genie in the News



The concrete user's situation may often not tolerate any sounds.

FI070 The image of abacus looks too black, it reminds prison-bars:



Use a more toy-like image here.

information on a computer display invites misinterpretation": p. 72 in Johnson J. (2010) *Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules*, Amsterdam: Morgan Kaufmann.

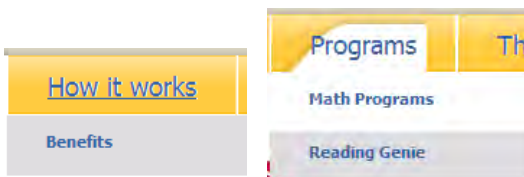
Also do not open larger abacus image on click: it is useless. Consider making it a link to **About the abacus** page.

FI080 Do not deceive visitors by showing them the same book with different covers:



Navigation

NA010 Rearrange items in the main menu. Submenus with 1-2 items look strange:



NA020 Make **Contact us** link the last item in the main menu:



This is a *de facto* web standard and visitors will expect this link to be there.

NA030 Footer menu is unreadable: too low contrast and too small font size:

ABOUT US	HOW IT WORKS	WHY CHOOSE MATH GENIE?
Our Philosophy	Overview	Whole Brain Program
Our History	Our Method	Visualization
Success Stories	Benefits of Math Genie	Small Class Sizes
Testimonials		Cutting Edge Coursework
Contact Us	RESOURCES	Learning Strategy
Careers	Faq	
Privacy Policy	Blog	
Terms of Use	Parent Login	
	Sitemap	

Forms

FO010 Do not put labels inside text boxes²:

² See *Don't Put Labels Inside Text Boxes*: <http://www.uxmatters.com/mt/archives/2013/02/dont-put-labels-inside-text-boxes-unless-youre-luke-w.php>.

First Name

Last Name

Phone Number

FO020 Do not preselect **Sign me up** checkbox³:

Send me Occasional News and FREE Lessons*

Sign me up

FO030 Use white background for entry fields. In particular, avoid grayish background because it is associated with “disabled” control state.

Price plans

PR010 Use a standard vertical price plans pattern⁴ instead of horizontal one:

Math Genie Programs

Toddler Genie: 3½ to 5 Weekly 1-Hour Class Writing numbers Intro to the Abacus Intro to Mental Math	\$95 per mo. more info
Junior Genie: 5 to 7½ Weekly 2-Hour Class Mental Math Intro to Word Problems Whole Brain Math using Abacus	\$150 per mo. more info
Senior Genie: 7½ to 11 Weekly 2-Hour Class Mental Math Word Problems Whole Brain Math using Abacus	\$150 per mo. more info
Master Genie: 9½ to 13 Weekly 2-Hour Class Mental Math Word Problems Whole Brain Math using Abacus	\$150 per mo. more info

creately Plans & Pricing

Plus	Pro	Team	Public
\$4.95 per month	\$9.95 per month	\$8 per month/user	Free
For Personal Use Create diagrams to include in reports, presentations and websites.	For Freelancers, Consultants & Designers Use for your daily work and collaborate with clients.	For Teams! Perfect for Business, Design and Software Teams	Use Creately for Free. Ideal for Community & Non-Commercial Use
Unlimited Private Diagrams 5 Collaborators 1 Project	Unlimited Private Diagrams Unlimited Collaborators Unlimited Projects Limited Project Sharing Creately File Export	Unlimited Private Diagrams Unlimited Collaborators Unlimited Projects Full Project Sharing Creately File Export User Management Multiple Admins Team Contact List	5 Public Diagrams 2 Collaborators 1 Project
Sign Up!	Sign Up!	Sign Up!	Sign Up!
Enterprise and On-Premise? For in-house deployments in your intranet or behind a firewall. Use it as a general purpose diagramming tool or as a visual collaboration platform for your project teams. Read More	Creately For Education Looking for a solution for your school or campus? Contact us at edu@creately.com for special educational rates. Read More	Creately Scholarship Are you a charity, open-source project or all-round do-gooder? Apply for a Creately Scholarship and receive access to Creately at deeply discounted rates.	

PR020 Add sign-up buttons to the price table.

PR030 More info links do not work. Fix this.

³ See *Marketing Mistakes: Opt-in vs Opt-out Checkboxes*: <http://www.sitepoint.com/marketing-optin-vs-optout-checkboxes/>; “Customers feel a site is dishonest if signing up for the site’s newsletter is the default”: p. 109 in Appleseed J., Holst C. (2013) *E-Commerce Checkout Usability: Exploring the Customer’s Checkout Experience*, Copenhagen: Baymard Institute.

⁴ Read useful tips on the *Pricing table* design: <http://ui-patterns.com/patterns/pricingtable>.

\$95
per mo.
[more info](#)

PR040 Avoid links above the sign-up form because they may distract a visitor from performing the desired action, filling-in the form:

Math Genie Programs

- Certified, experienced teachers
- Abacus and mental math training made fun
- Small class sizes
- Astonishing success stories

Math Genie Programs
Toddler Genie: 3½ to 5
Weekly 1-Hour Class
Writing numbers
\$95
per mo.
[more info](#)

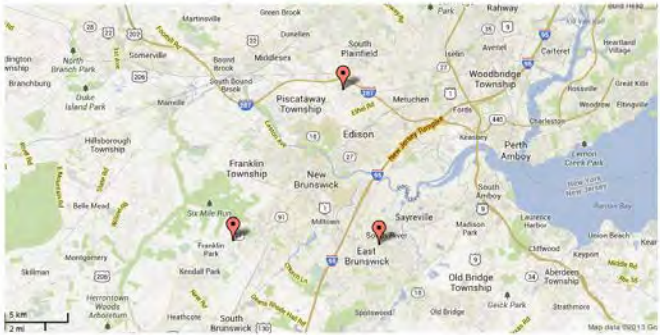
Take A Free Class
Call us:
(732) 659-4364

Contacts

Contact Us | Parent Login
(732) 659-4364

Home | How it works | Programs | The Abacus | About Us

Contact Us



East Brunswick, NJ
522 Route 18, Suite 4
East Brunswick, NJ 08816

North Brunswick, NJ
2864 Hwy 27, Suite E
North Brunswick, NJ 08902

South Plainfield, NJ
5001 Hadley Road, Suite 212
South Plainfield, NJ 07080

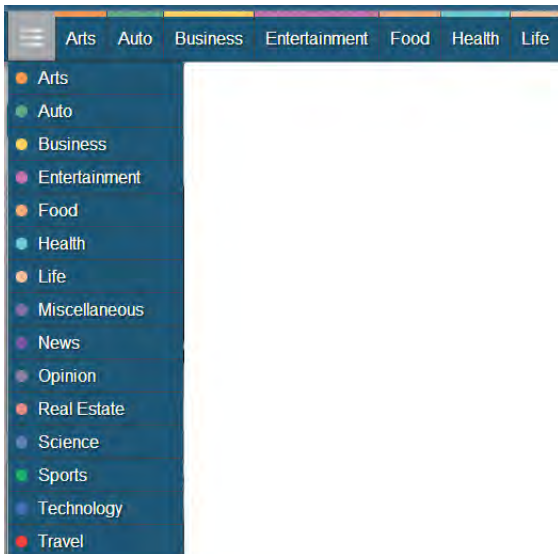
CO010 Show emails and phone numbers.

CO020 Use interactive map instead of a static screenshot.

Newstica.com usability audit

Version 1 | 14.04.2014

1. It is not clear why lists of categories are different on horizontal menu and dropdown menu:



2. Filtering by a single category is not what users may want. It is necessary to provide a functionality to display several categories simultaneously and at the same time filter out other categories. Checkboxes will work ok for this purpose:

<input checked="" type="checkbox"/> Arts	<input checked="" type="checkbox"/> Auto	<input type="checkbox"/> Business	<input type="checkbox"/> Entertainment	<input checked="" type="checkbox"/> Food	<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> Life	<input type="checkbox"/> Misc.
<input checked="" type="checkbox"/> News	<input type="checkbox"/> Opinion	<input checked="" type="checkbox"/> Real estate	<input checked="" type="checkbox"/> Science	<input checked="" type="checkbox"/> Sports	<input type="checkbox"/> Technology	<input checked="" type="checkbox"/> Travel	

(This group of filters is compact and would allow to avoid the use of the dropdown menu.)

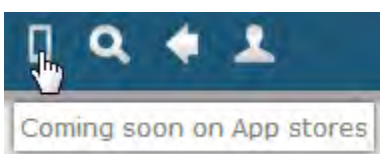
BTW in the current design, after selecting a single category, it is impossible to return back to multi-category view. This is not good.

3. In contrast to social buttons, search is the *basic* functionality for news feeds. In your current design search icon has low visibility. Provide persistent screen space for search field:



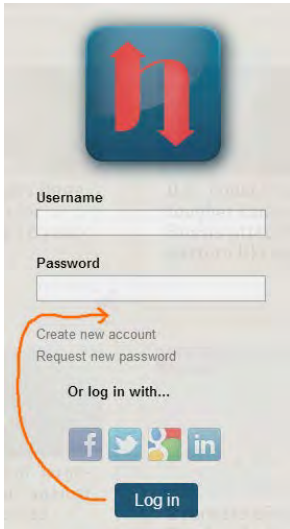
(Read more about search in a recent article [The Magnifying-Glass Icon in Search Design: Pros and Cons.](#))

4. Do not show functionality which isn't implemented yet:



5. It is not clear why **news display history** function requires authorization. This can be implemented at least within a current session without the necessity to login.

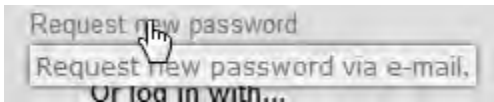
6. Place **Log in** button just below **Login/Password** fields:



Create new account and **Request new password** don't look like clickable objects. Make them look clickable.

Rename **Request new password** with **I forgot my password** and send a user his *old* password. He doesn't want a *new* one.

Also avoid unnecessary hints:

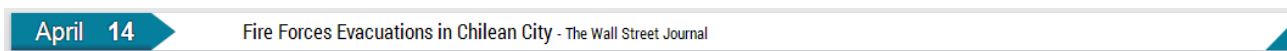


7. No doubt, when clicking this button users expect appending more news *below* the existing portion of news, not the whole page refresh:



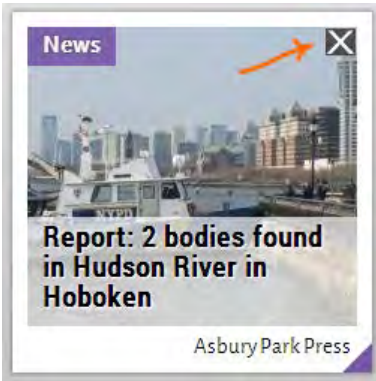
Consider appending more news at the bottom of the page after clicking this button or automatic "infinite" addition of news when a visitor approaches the bottom of the page.

8. My prediction is not many users will click the news ticker:



If this hypothesis will be supported by usage statistics, consider removing this object. Animations like this are distractors to the ongoing user's activities.

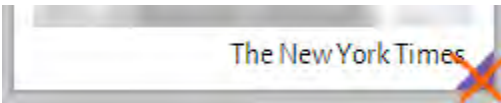
9. Support different ways of working with news feed. Some users may find it convenient to delete uninteresting news as they used to do with email messages:



10. Fix the duplicating news bug:



11. Consider removing this non-functional triangle:



12. It is not clear how **More like this** and **Less like this** buttons actually work:



Does this mean that a user will receive more news from the 'Business' category? Or more news about telecoms in Africa?

Then, an opposite to plus sign is minus, not a cross sign. Cross means 'delete' or 'close'.

13. This icon usually means 'open', not 'save' or 'archive':



Consider these variants for 'archive':

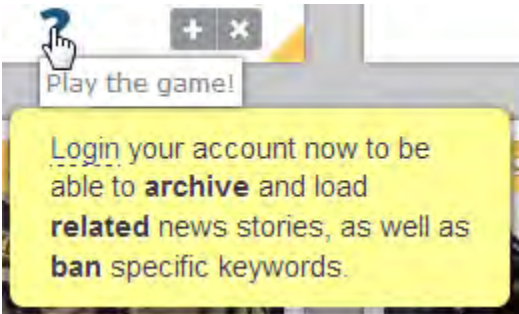


14. When a user moves the mouse pointer on the question mark it jumps!



It shouldn't, of course.

15. **Play the game!** doesn't work anyway:



16. Backgrounds of entry fields should be white:

Username *

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Country *

Age

Gender

Profession

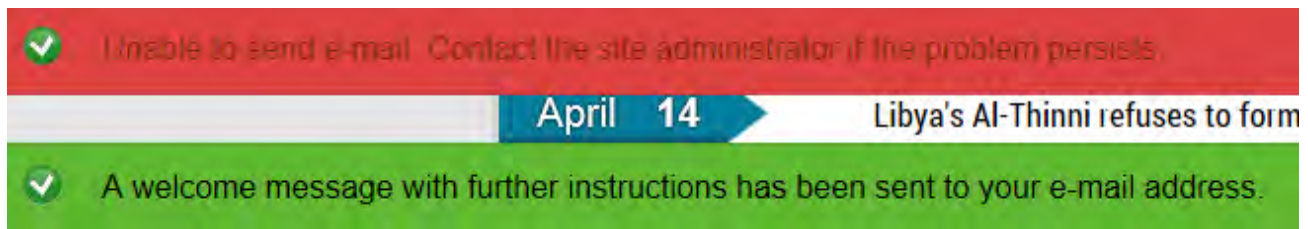
(BTW grey background means 'disabled'. Grey should be avoided in case of editable fields.)

17. Use **E-mail address** as **Username**. This is a *de facto* standard.

18. Explain a user why do you ask about **Country, Age, Gender** and **Profession**.

19. Allow a user to choose a password he likes.

20. New account creation doesn't work:



Unfortunately, because of this I was unable to evaluate interfaces for registered users...

21. My experiments with fonts did not yield clear results but anyway try to use text without embossing effect:

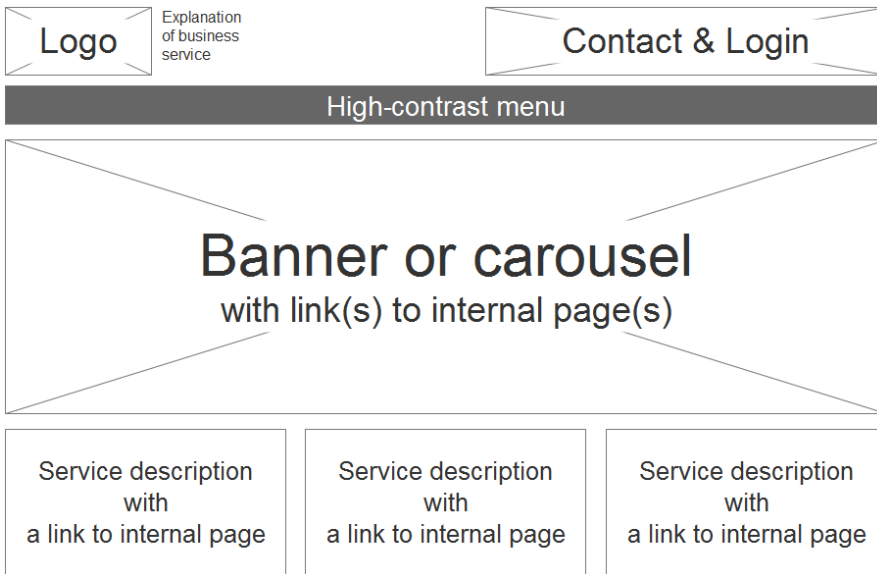


Invenio IT usability and conversion audit

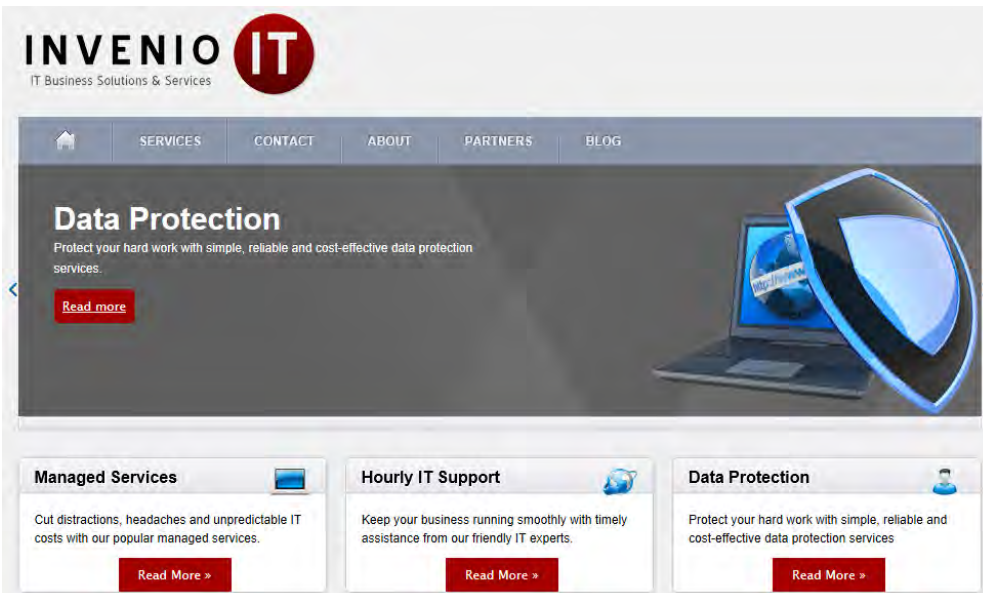
Version 2 | 28.04.2014

Results of competitive analysis

1. Practically all competitive websites use identical classic “corporate” structure:



This is exactly what you started with in 2011:



Your current “modern” design is different from others and this is not good. People do not have time to delve into the specifics of your website. The rule is “be like others but a little bit better than others”.

Another problem with your homepage is that it is a “long and large blind alley” (orange rectangles indicate non-clickable areas):



Recommendations:

- Consider return to canonic homepage layout (without banner carousel, of course: carousels don't work).
- Replace **Why Invenio IT** section with links to services.

2. All competitors show their phone numbers on the masthead. Two of them also show emails. You had the same in 2012:

(A serious mistake was that click on the email address (re)loaded the homepage instead of launching email software.)

What was the reason for removal?

Recommendations:

- (a) Show phone number and email on the masthead.
- (b) Underline email and make it clickable (throughout the whole website):

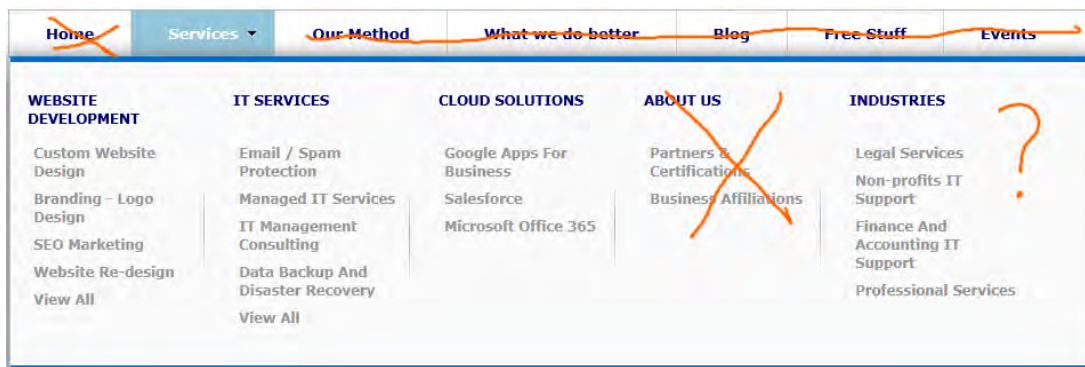


3. Almost all competitive websites have navigation organized around *services*. Two websites ([All Covered](#) and [OmniPush](#)) also provide entries for *concrete industries*:

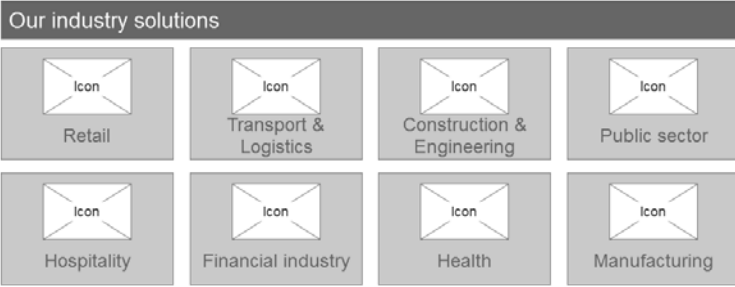


Recommendations:

- (a) Sell services instead of solutions (to unknown problems). Consider avoiding **Solutions** from menu. Start menu with **Services**.
- (b) Use well-structured megamenu for displaying the full list of your services:



- (c) Describe solutions under corresponding services.
- (d) Consider showing solutions addressed to the needs of concrete industries. This can be done via the **Industry solutions** on the main menu or you can place something like this just on the homepage:



4. Many competitive websites provide entries for existing clients. It is important for new visitors to see an evidence of continuous client support just on the masthead.

Recommendation: Do the same.

5. Many competitive websites offer *disaster data recovery* in addition to “regular” services.

Recommendation: Add disaster data recovery to your services and make it *prominent* on the website. Many people are careless with data protection until a disaster happens. Only after that they start moving. The scenario would be:

- (α) after a disaster, a customer finds your website when searching for “disaster data recovery”;
- (β) you help him to recover the data (even if you are unable to recover their data, offer them your data protection services anyway);
- (γ) you earn a new client.

I am sure your competitors often get clients this way.

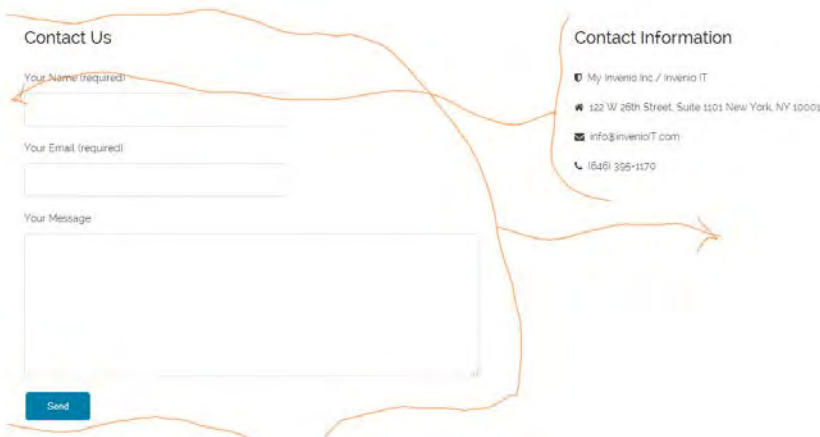
6. Nobody of competitors show prices of their services.

Recommendation:

Provide an idea of prices for your services. Showing prices can become your competitive advantage over other websites.

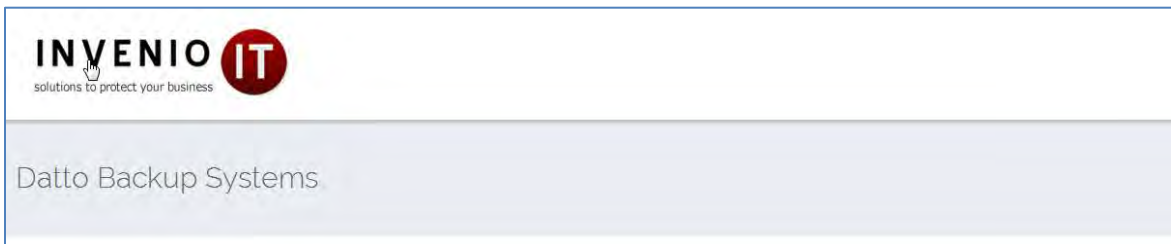
Miscellaneous recommendations

7. Do not expect that many people would use contact form. People hate contact forms. Swap the form and contact info:



Use larger font size and show contact info *above* the map.

8. Keep menu on all pages:



9. Recommended sequence of menu items is:

🏠 – **Services** – **Industry solutions** – **Success stories** – **Resources (or Blog)** – **About** – **Contact**

(**Success stories** page will display testimonials with links to descriptions of success stories.)

10. If you want people to click buttons then:

- (a) make them 3D-looking,
- (b) change color of buttons on mouse hover,
- (c) for button labels use Sentence case instead of ALL CAPS,
- (d) never use the same color for buttons and the background surrounding them.



(Yes, I know everything about “fundamental principles of flat design”. I also know that people click flat buttons less readily than they click 3D buttons.)

11. Avoid using red color, especially for buttons. Red means “stop”, “danger”, “error”.

12. Consider showing *short* demo reels on the services web pages instead of booking a 30 minute personal demo. People don’t like to wait.

Also do not expect that many visitors will request demo. Consider replacing **Book demo** buttons with **Contact us** or **Ask a question** buttons.

13. Do not place contact/request forms on separate pages. Keep a visitor in his current context and present contact dialogs as popup lightboxes.

14. Use page footer for supplementary navigation, a kind of site map.

About Our Company

At Invenio IT, we recognize that unforeseen setbacks such as data loss cost resources that ultimately damage your bottom line and threaten the future of your business. That's why providing specialized technical support that focuses on guaranteeing business continuity by providing industry leading data backup and disaster recovery is our company's unique purpose.

Contact Us

122 W 26th Street, Suite 1101 New York, NY 10001
 (646) 395-1170
 info@invenioIT.com

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 Understanding Cloud Computing Architecture and the Simplicity of DRaaS

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Windows Backup Procrastination Leads To Boarded-Up Windows [ow.ly/VTwWD](#)
 #Backup #Recovery #DataProtection
 About a day ago

@Flora_Nicholas thanks for following. Thank you, Dale
 About 2 days ago

Data Safe: Discs, Gadgets and Gizmos Are Temporary [#BackupAndRecovery](#)
[#DataProtection](#) [ow.ly/vDDJj](#)
 About 2 days ago

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15. Avoid (meaningless) stock photos. They do not add visitor's trust to your website:



15. Make text color more contrast on the **Resources** page and on the footer:

Does Your Business Have a Reliable Windows Backup Plan? Joe and Janet had built their interior design business into a successful operation. Life was good. They had 8 employees and had just moved their operations into a new office. They had purchased a new computer system and had all the company files, customer information, vendor [...]

122 W 26th Street, Suite 1101 New York, NY 10001
 (646) 395-1170
 info@invenioIT.com

16. Make search field permanently visible.

17. Never underline non-links:

tests that the backup can be restored. No more guessing or wondering at 3am.

• Each backup can be restored as a virtual server, both locally and in the cloud. Costly downtime is eliminated, as system recovery takes minutes, not days or

18. Make testimonial scrollers more visible:

What Others Are Saying

My company has employed Dale Shulmistra and his firm Invenio IT for the past three years. During that time he has been immensely helpful in keeping our computers, network and phones functioning flawlessly.

Dale and his team are extremely attentive to any problems that may arise, and they are great to deal with and have a wonderful disposition. He is a true professional and has been a pleasure to work with.

Steven Rockmore, Residential Realty Advisors, President

I can sleep easy at night knowing that our company's critical data is secured by Invenio IT and Datto SIRIS.

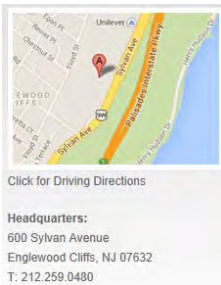
Chris Rodriguez, Amstar Group



19. Don't spread a map to the whole page width:

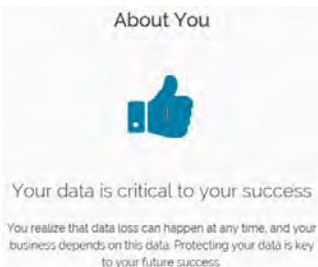


Screen-wide maps are trendy but they are looking absurd. The main goal of a map is to show that you have a brick-and-mortars office and you are not a virtual team. A small (clickable) map is enough to convince a visitor:



20. Place a much larger (and of higher quality) photo of your team on the **About** page. Also consider adding short bios of your key personnel on that page (example: http://www.systemsny.net/Our_Team.php).

21. Do not highlight non-clickable objects on mouse hover:



22. The shorter a form the higher a probability a user will fill it in. Consider removing **Your name** field:

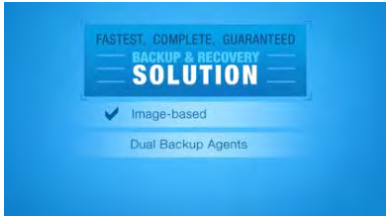
Most people state their name at the end of a message.

23. Add a possibility to attach a file to this form. A user facing a computer problem may want to send you a screenshot with error message, an error log file or a photo of blue screen of doom.

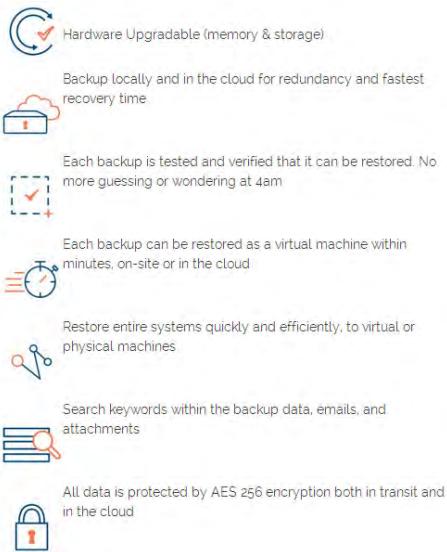
Product pages

24. Show a product photo (or a small photo gallery if this makes sense). This is an important psychological moment: the image allows a customer to take a product in his hands in his mind's eye and envisage a future day when all his problems would be solved.

25. Place a video that is relevant to a concrete product or product line described on the page, not the manufacturer's whole inventory:



26. Align pictograms with text correctly:



27. Since purchase decision making is often a collaborative activity, it is important to have **Send this page via email** button on all product pages (a mail sending form should have a clear opportunity to send a message to multiple recipients).

28. If you promise pricing and demo in the page header then show prices and demo on the page. It is not clear what is new here: new product or new demo:

Datto SIRIS 2 Pricing, Reviews, Demo (NEW)

You may also place **NEW** stamp on the product photo.

29. Provide breadcrumbs allowing a user to visit higher-level pages:

[Home](#) > [Backup & Recovery Services](#) > [Datto Backup Systems](#) > SIRIS 2

30. Provide links to similar products somewhere below the product description.

31. Increase text size and contrast. The same applies to the request form.

32. Don't clear request form after sending a request:

Request Datto SIRIS 2 Pricing or Demo

We're cool, we don't send spam

Info Pricing Demo

Request SIRIS 2 Info

Your message was sent successfully. We will contact you shortly.
Thanks.

This will allow a user to notice a mistype in his email address.

33. Do not put labels inside text boxes.

34. Remember user name and email and automatically prefill these fields on other pages.

35. A list of models should be visible not only on a dropdown list (where this is a surprise) but somewhere on the page as well:

Select SIRIS 2 Model ▼

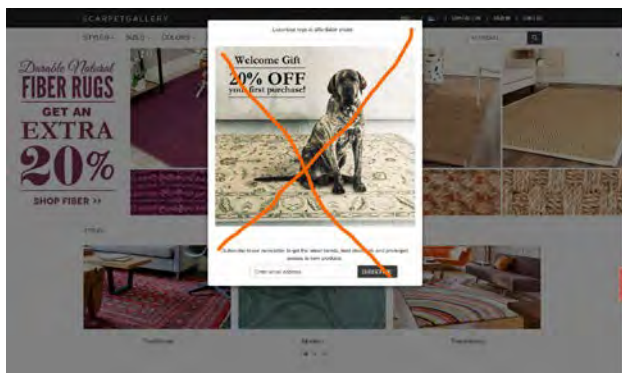
- Select SIRIS 2 Model
- SIRIS 2 Business: SB500 500GB
- SIRIS 2 Business: SB1000 1TB
- SIRIS 2 Business: SB2000 2TB
- SIRIS 2 Professional: SP1000 1TB
- SIRIS 2 Professional: SP2000 2TB
- SIRIS 2 Professional: SP3000 3TB
- SIRIS 2 Professional: SP5000 5TB
- SIRIS 2 Enterprise: SE5000 5TB
- SIRIS 2 Enterprise: SE10000 10TB
- SIRIS 2 Enterprise: SE20000 20TB
- SIRIS 2 Enterprise: SE36000 36TB

Instead of a dropdown list, use a group of checkboxes so a user could request info about several models at one haul.

Quick usability and conversion audit of eCarpetGallery.com

Version 1 | 29.04.2014

1. Don't display an offer to subscribe to an email just as a new visitor lands on your website. – See: [Ecommerce Marketing vs. Shopper Annoyance](#), [15 Things People Absolutely Hate About Your Website](#)



2. Replace **ALL CAPS** with **Sentence case** throughout the whole website. – It is known since 1914 that **ALL CAPS** text is less readable and understandable than **Sentence case** or **lowercase** texts.

3. Avoid rotating banner carousel on the homepage. Carousels don't work. – See: [Should I Use a Carousel](#), [Don't Use Automatic Image Sliders or Carousels](#), [Ignore the Fad](#), [Rotating Banners? Just Say No!](#), [Rotating Offers – the Scourge of Home Page Design](#)



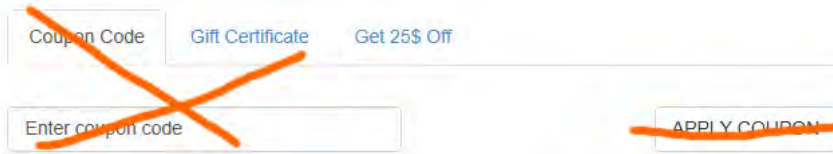
4. Avoid automatic chat popups. People hate them. – See 1.



- 5. Make buttons (**See more, Add to cart, Prev/Next** etc) permanently visible, do not show them on mouse hover only.
- 6. Make buttons 3D-looking. – Yes, I know everything about “fundamental principles of flat design”. I also know that people click flat buttons less readily than they click 3D buttons: see the results of a simple test here: [Button for a Hero](#)
- 7. Don't use black color for call-to-action buttons.



- 8. Avoid entering coupon codes because this increases shopping cart abandonment. – See: [Do Coupon Codes INCREASE Checkout Abandonment?](#), [Stop “Promo Code Search” Leaks Once and For All to Increase Conversions](#)



Recommendations on WhyInside.com website usability and conversion

Version 1 | 30.07.2014

1. Change the color palette of the website, in particular, completely avoid blue color because it is “uneatable”. Appropriate colors for a restaurant website are orange, red, brown, sometimes also yellow and green (in smaller quantities). Examples:

<http://www.awrestaurants.com/menu>, <http://www.benihana.com>, <http://www.bojangles.com/menu>, <http://www.applebees.com/menu>, <http://arbys.com/our-menu/market-fresh-sandwiches>, <http://aubonpain.com/menu-all>, <http://backyardburgers.com/menu/black-angus-burgers>.

2. Add photos of meals. Your visitors are hungry. Show them the food and they will order it.

3. Show meals on tiles instead of a list:



4. Make order button larger, change its color to orange, make it embossed¹, change (intensify) button color on mouse hover and replace “Order Now” label with “Add to cart” or “Add to order”². This is how your meals should look:



¹ Research shows that users click 3D-looking buttons 1.5 times more often than they click the same flat buttons.

² See explanations here: <http://www.blog.analyticsinspector.com/tag/add-to-cart-vs-buy-now-button-test/>

5. Provide some distance between price and order button. Currently they are too close to each other.

6. Provide descriptions for *all* meals:

Chicken Cutlet Parmigiana | Pechuga De Pollo
Served With: Lettuce, Tomatoes And Cheese.

Rotisserie Chicken Sandwich | Pollo A La Brasa

Grilled Ham & Cheese Sandwich | Jamon Y Queso

Grilled Chicken Cutlet | Pechuga De Pollo

Roast Pork Sandwich | Pernil
Served With: Lettuce And Tomatoes

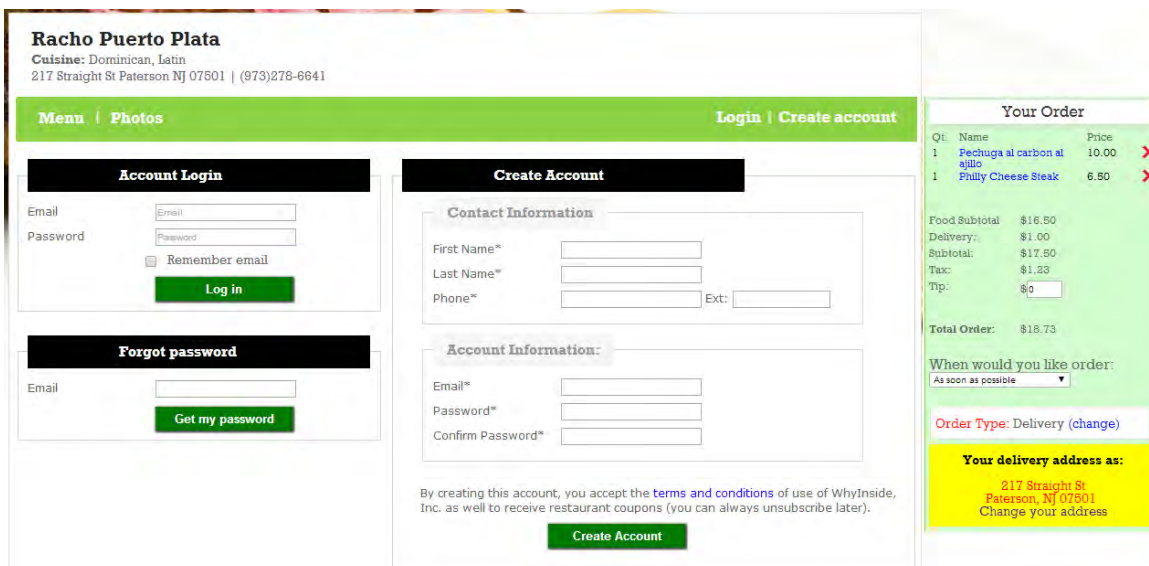
Hire a specialist who can prepare “appetizing” descriptions to your meals.

7. Remove “Share food” button:



Nobody wants to share his food, he wants to eat it himself. Then, this is an absolutely unnecessary deviation from the ordering process.

8. Show order contents on this page:



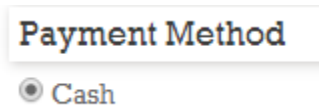
9. Offer **guest checkout**³ and make it *first* option, before login and account creation.

10. Do not ask newly registered users for a coupon code, this is a well-known barrier to purchase⁴:



The image shows a screenshot of a 'Coupons & Promotions' form. The form has a title 'Coupons & Promotions' and a text input field labeled 'Enter your coupon code here' next to a 'Submit your coupon' button. A large red 'X' is drawn over the entire form, indicating that this feature should be removed or avoided.

11. Accept credit cards:



The image shows a screenshot of a 'Payment Method' form. The title is 'Payment Method'. Below the title, there is a radio button next to the text 'Cash', which is selected.

³ 33% of shoppers cite being forced to register as key reason for basket abandonment.

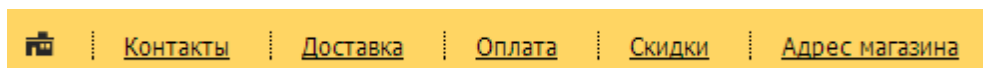
⁴ See <http://www.conversiondoctor.com/conversion-blog/coupon-codes-increase-checkout-abandonment> and <http://www.websiteoptimizers.com/blog/stop-promo-code-search-leaks-once-and-for-all-to-increase-conversions/>

Юзабилити-аудит Med-Konfitur.ru vs Мед-Конфитюр.рф

Версия 2 | 04.06.2014

Общее

1. Нигде не используем ALL CAPS. Только Sentense case повсеместно.
2. Размещаем горизонтальное меню *ниже* шапки.



Пункты меню:

🏠 | Доставка и оплата | Скидки | Отзывы клиентов | Оптовым покупателям | Адрес магазина | Контакты

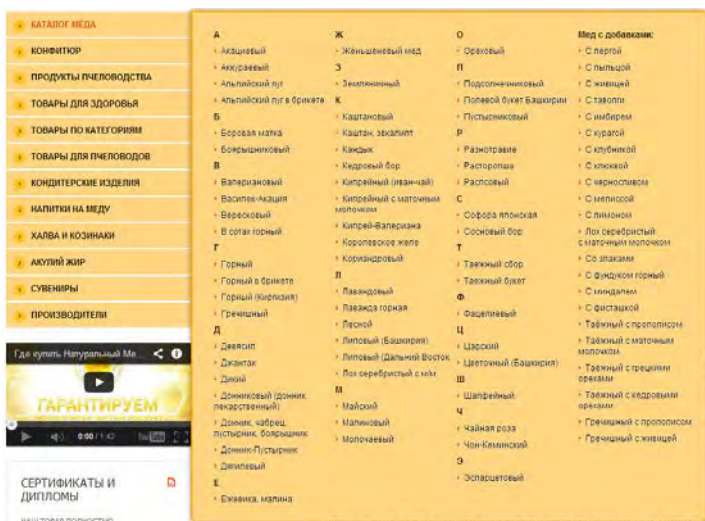
3. Делаем емейл синим и строчными буквами:

med-konfitur@mail.ru

Не очень красиво, но писем будет больше.

4. Фиксируем вертикальное меню на всех страницах до чекаута.

5. Уменьшаем вертикальный размер субменю **Каталог мёда**. Оно неприемлемо большое:

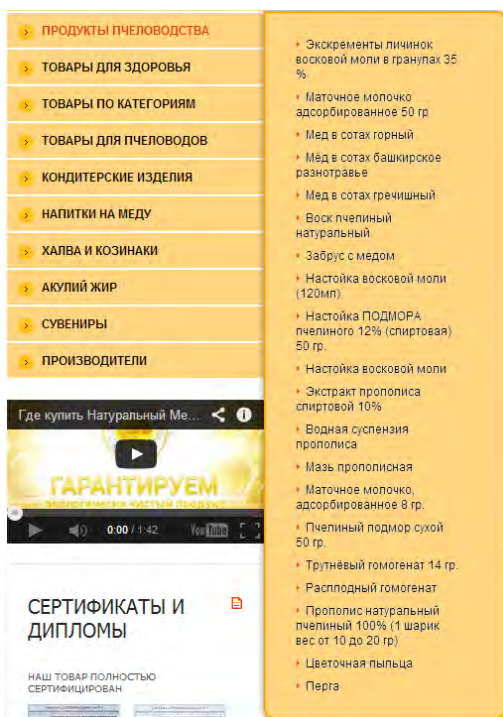


Не у всех стоят мониторы 1920x1080. Если у юзера разрешение меньше, то он начинает скроллить, и мышь съезжает на другой пункт меню со всеми вытекающими.

Первым делом убираем алфавит (АБВ).

6. То же для субменю **Конфитюр**.

7. Уменьшаем размер всех «вертикальных» субменю, переводим их в многоколоночные более горизонтальные:



8. Не уверен, что пункт **Производители** действительно нужен.

9. Пункт **Товары по категориям** не нужен. Не надо лечить людей. Вы не врачи.

10. Везде пишем «мёд» через «ё».

11. Везде заменяем кнопки **Купить** на **Добавить в корзину**:



12. Проблема диагонали. Крайне существенно. Юзер ведёт мышь к пункту субменю и в результате оно перескакивает на другое субменю. Мало у кого хватит терпения. Как лечить: поставить задержку в 200 миллисекунд на срабатывание пункта меню по наведению мыши.

Главная страница

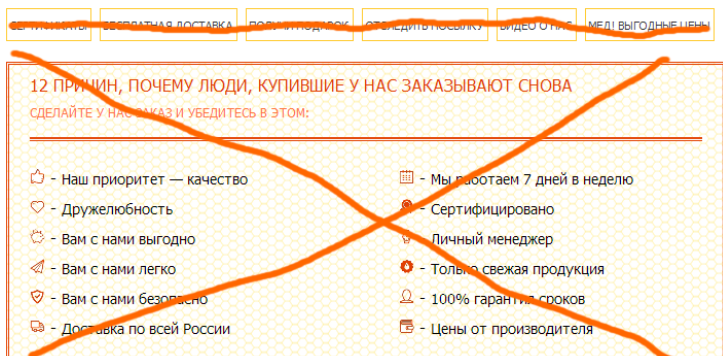
1. Баннер-карусели не работают¹, поэтому на цивилизованных сайтах их уже редко где встретишь. Прямой вред карусели в том, что она занимает наиболее ценное место на главной странице.

¹ Есть специальный сайт, почему не надо использовать карусели (<http://shouldiuseacarousel.com>) и куча статей на эту тему.



Можно разместить два небольших осмысленных объявления по горизонтали.

2. Это всё лишнее:



3. Начинаем со входа в разделы каталога.

4. Объединяем три группы популярных товаров (в разделах мёда, конфитюра и здоровья) в одну. Можно разместить более трёх товаров по горизонтали.

5. Если имеет смысл, добавляем раздел **Спецпредложения**.

6. Если имеет смысл, добавляем раздел **Новинки**.

7. Ликвидируем сеошную писанину:

ИНТЕРНЕТ-МАГАЗИН МЁДА И КОНФИТЮРОВ

Мёд, это провиант и продукты пчеловодства – настоящий эликсир красоты, здоровья и молодости, силой природы. Изданы мёд употребляют для лечения множества заболеваний, косметических процедур. Интернет-магазин «Мёд и конфитюры России» предлагает купить вкуснейшую продукцию, изготовленную из натуральных сырья по древнерусским рецептам. У нас можно купить натуральный мёд 2013 года с доставкой в любой регион России.

ГЕОГРАФИЯ И СОРТА МЕДА

Наши покупатели имеют уникальную возможность насладиться мёдом, собранным с лучших липовых парков и пчеловодств Приора, Башкирии, Горного Алтая, Юга России, Албана. Каждый вид имеет уникальные свойства, отличается не только цветом, но и составом. Только изысканный мёд, когда расползается такими редкими сортами, как: донниковый, каштановый, таволжый, липовый, лавандовый, медо-лимонный и др. мёд. Без него собраные пчелами с растений экологически чистых районов, что гарантирует высочайшее качество продукции, которой располагает наш интернет магазин мёда.

ПРОДУКТЫ ПЧЕЛОВОДСТВА И ДРУГОЙ АССОРТИМЕНТ

Помимо более 30 наименований мёда, компания «Мёд и конфитюры России» предоставляет возможность купить разнообразную выпечку и сиропы из мёда, знаменитую сусальскую мёдовую. Также в нашем магазине можно приобрести «Годный и пряный» облитый итальянские балланы, съездившие с южной итальянской кухни и пропитанные вкусом.

Поддерживать организм человека, избавить его от серьезных болезней, получить удовольствие, создание на основе прополиса. Маточное молочко, перга, пчелиный подмор, расплодный гомогенат оказывают исключительное по силе воздействие, способствуя выздоровлению. У нас можно купить масло черного тмина, пчелиный, продукция пчеловодства, семена лекарственных растений.

Мастерам мёд и конфитюры предлагают нам предлагаем великолепный натуральный конфитюр, приготовленный из замечательных сортов: вишня, клубника, ежевика, облепиха, клюквенная. Более 30 наименований этих чудесных десертов из экологически чистых и традиционных для севера России плодов. Купить легко и просто купить через интернет.

Компания «Мёд и конфитюры России» – это только натуральное и экологически чистая продукция. Если вы ищете, где купить мёд в Москве или любые другие продукты пчеловодства, вам поможет наш интернет магазин. Приобретая их, вы обратитесь в здоровье, силу и красоту!

МЕДОВОЕ ИЗОБРАЖЕНИЕ – ТОЛЬКО У НАС!

Еще как-то сто лет назад мёд был одной из немногих, доступных людям сладостей. Каким бы сегодня, когда разнообразие всевозможных вкусов заполнило прилавки магазинов, у него нет никаких шансов быть забытым. Но и по сей день – мёд был, есть и будет востребован и популярен, ведь он помимо сладкого вкуса и душистого аромата, очень полезен для здоровья, и может использоваться как защита от многих проблем.

ЧЕМ СВАЖИЙ МЕД ПОЛЕЗЕН ДЛЯ ЗДОРОВЬЯ

«Жидкий золото» – так называли свежий мёд древние философы. Витальная, густая, сладость, с невероятной плотной эссенцией луговых трав, цветущих полей, сладких цветов-медоносцев. Мёд отличается к тому продуктам, которые предлагают оптимальное сочетание неповторимых вкусовых качеств и пользы для здоровья. Он настоящий кладезь полезных веществ, витаминов, ферментов, микроэлементов.

Так, натуральный мёд содержит фруктозу и глюкозу, витамины группы В, С, фолиевую и пантотеновую кислоты, калий, кальций, железо, натрий, цинк и множество других веществ. Он полезен беременным и детям, повышает

8. Вот что должно в итоге получиться:

Шапка

Горизонтальное меню

> КАТАЛОГ МЕДА	Акция	Бесплатная доставка по Москве начиная с 2500	
> КОНФИТЮР	Каталог		
> ПРОДУКТЫ ПЧЕЛОВОДСТВА	Мёд	Конфитюр	Продукты пчеловодства
> ТОВАРЫ ДЛЯ ЗДОРОВЬЯ	Популярные товары		
> ТОВАРЫ ПО КАТЕГОРИЯМ	Товары для пчеловодов	Кондитерские изделия	Напитки на меду
> ТОВАРЫ ДЛЯ ПЧЕЛОВОДОВ	Спецпредложения		
> КОНДИТЕРСКИЕ ИЗДЕЛИЯ	Халва и козинаки	Новинки	
> НАПИТКИ НА МЕДУ			
> ХАЛВА И КОЗИНАКИ			
> АКУЛИЙ ЖИР			
> СУВЕНИРЫ			
> ПРОИЗВОДИТЕЛИ			

Подвал

Страницы категорий

1. «Просто баннеры» не нужны. Они имеют смысл только для акций.



2. Ставьте *разные* цены для аналогичных товаров: 200-205-210-215-220:



Исследования потребительского поведения показывают, что если показать покупателю несколько аналогичных товаров с одинаковой ценой, он, вместо того, чтобы купить, впадает в ступор и в результате ничего не покупает.

3. Дефолтно сортировать по названию можно, но надо соблюдать систему:



4. Не разбиваем на страницы, показываем *все* товары в категории:



5. Убираем сеошную писанину:

Медовое изобилие – только у нас! Еще каких-то сто лет назад мед был одной из немногих, доступных людям сладостей. Казалось бы, сегодня, когда разнообразие всевозможных вкусовых добавок наполнило прилавки магазинов, у него нет никаких шансов быть замечательным. Но это не так – мед был, есть и будет востребован и популярен, ведь он помимо сладкого вкуса и душистого аромата, очень полезен для здоровья, и может использоваться как защита от многих проблем. Чем натуральный мед полезен для здоровья? «Жидкое золото» – так называли свежий мед древние философы. Янтарная, густая жидкость, с невероятно приятным ароматом луговых трав, цветущих полей, сладких цветов медоносов. Мед относится к тем продуктам, которые предлагают оптимальное сочетание непревзойденных вкусовых качеств и пользы для здоровья. Он настоящий кладезь полезных веществ, витаминов, ферментов, микроэлементов. Так, натуральный мед содержит фруктозу и глюкозу, витамины группы B, C, фолиевую и пантотеновую кислоты, магний, кальций, железо, натрий, калий и множество других веществ. Он полезен взрослым и детям, пожилым людям, а также тем, кто испытывает постоянные умственные или физические нагрузки. Мед отлично поддерживает и укрепляет иммунитет, недаром в народе считают, что лучше один раз купить мед, чем потом сто раз приобретать аптечные лекарства. Что же «может» натуральный мед?

- Мед очень полезен людям, которые страдают от сердечно-сосудистых заболеваний. Он способствует очищению крови, препятствует образованию атеросклеротических бляшек;
- Настоящий свежий мед положительно влияет на желудочно-кишечный тракт; улучшает процессы пищеварения;
- Незаменим мед при простудных заболеваниях, поскольку обладает антибактериальными и антивирусными свойствами;
- Он отлично и в короткие сроки излечивает раны, ожоги, ссадины;
- Мед улучшает самочувствие, повышает работоспособность, физическую выносливость. Где можно купить мед? Чтобы приобрести настоящий натуральный мед, следует быть твердо уверенным в его качестве. Не стоит делать покупку у сомнительных людей, лучше зайти в интернет магазин меда, где гарантированно реализуют отличный товар. Конечно, на хороший мед цена будет соответствующая. Зато, какие вкусные десерты можно из него приготовить: торты, пироги, запеканки и многое другое. Даже самое простое – чай с медом в зимний, холодный вечер подарит много приятных минут наслаждений и воспоминаний. Наш интернет магазин меда предлагает более 50 сортов меда на любые вкусы. Липовый, вересковый, гречишный, подсолнечниковый, луговой, лесной – имеется большой выбор от самых простых и распространенных видов меда до наиболее экзотичных и редких. Как выбрать натуральный мед? Каждого покупателя должен насторожить мед цена которого гораздо меньше, чем средние ценовые показатели в данной отрасли. Это может означать, что возможно этот продукт получился в результате кормления чист сахаром, без выезда на пасеку. Настоящий свежий мед обязательно жидкий, густой и «тягучий», не имеющий признаков расслоения. Со временем мед обязательно кристаллизуется, причем у каждого сорта свой срок.

Карточка товара

1. Это главная проблема вообще на всём сайте. Нельзя добавить в корзину, пока не выбрана фасовка. Точнее её можно нажать, но ничего не происходит. Рекомендация вернуться к радиокнопкам, которые были на старом сайте:

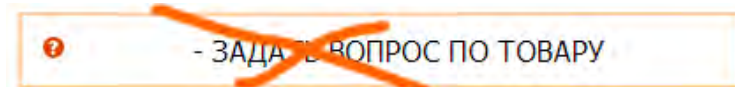


2. Это убираем либо заменяем на нормальное описание товара:

КРАТКОЕ ОПИСАНИЕ ТОВАРА

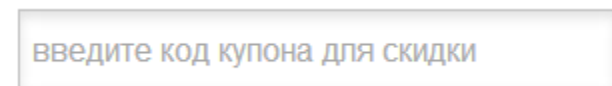
Сердце, бессонница, желудок

3. Не нужно:



Корзина

1. Наиболее серьезным моментом видится ввод купона:



Хорошо известно, что это поле существенно снижает конверсию. В статье² описываются два A/B-тестирования корзины с вводом купона и без него. В одном случае удаление ввода купона привело к росту конверсии на 34%, в

² Do Coupon Codes INCREASE Checkout Abandonment?: <http://www.conversiondoctor.com/conversion-blog/coupon-codes-increase-checkout-abandonment>. Другая полезная статья на ту же тему: Stop “Promo Code Search” Leaks Once and For All to Increase Conversions: <http://www.websiteoptimizers.com/blog/stop-promo-code-search-leaks-once-and-for-all-to-increase-conversions/>.

другом на 70%. (Как организовать правильный ввод купона – это отдельный долгий вопрос, пока что просто убираем это поле.)

2. На странице **Корзина** покупателя естественно волнует вопрос доставки: сколько стоит и куда в принципе доставляют. Азбука э-коммерции гласит, что стоимость доставки обязана быть видна на странице **Корзина** (и вообще, на странице **Корзина** должна быть видна полная и окончательная стоимость заказа).

Хотя оба сайта не показывают стоимость доставки на странице **Корзина**, сайт **Мед-Конфитюр.рф** всё-таки сообщает, что доставка осуществляется по крайней мере по Москве:

При заказе от 2500 руб доставка по Москве осуществляется бесплатно

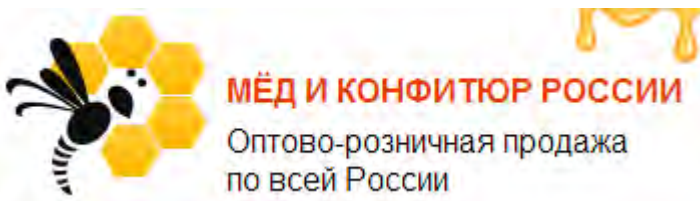
Соответственно, москвич достаточно бодро проходит на чекаут, а замкадыш продолжает озиаться по сторонам в поисках информации о доставке за пределы первопрестольной.

На обоих сайтах в горизонтальном меню над шапкой есть пункт **Доставка**. Но на меню, расположенные *выше* шапки, мало кто смотрит (потому что там обычно размещается какая-нибудь второстепенная лабудда). Аналогично, мало кто смотрит и в подвал, где эта информация тоже есть. Остаются косвенные признаки. И на сайте **Мед-Конфитюр.рф** их больше:

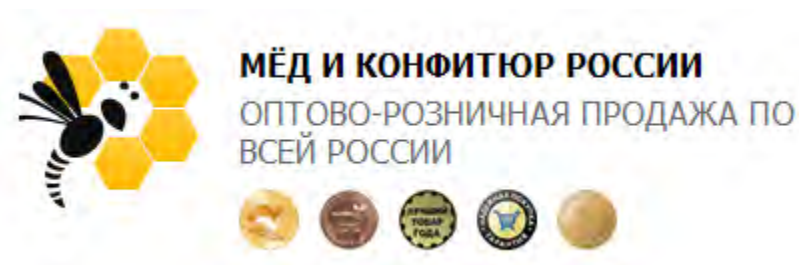
«Ага, они отправляют посылки по почте»:

[Отследить посылку](#)

Рядом с логотипом сказано про всю Россию:



На сайте **Med-Konfitur.ru** есть аналогичная надпись, да только её гораздо труднее увидеть и прочитать:



Сделано всё, чтобы затруднить восприятие надписи:

- набрана ALL CAPS (в этом году, кстати, отмечаем столетний юбилей первой научной публикации, показавшей, что ALL CAPS читается и понимается хуже, чем Sentence case);
- написана серым шрифтом, а не чёрным;

- подпёрта какими-то отвлекающими внимание кругляшами.

Далее, телефоны. На **Мед-Конфитюр.рф** это «просто телефоны», а на **Med-Konfitur.ru** ясно сказано, что они московские:

8 499 409-38-96 (круглосуточно)

8 800 100-39-86 (бесплатный с 8 до 17)

8 499 409-38-96

БЕЗ ВЫХОДНЫХ И ПРАЗДНИЧНЫХ ДНЕЙ
С 8:00 ДО 21.00 (МСК)

8 800 100-39-86

БЕСПЛАТНАЯ ЛИНИЯ (МСК)

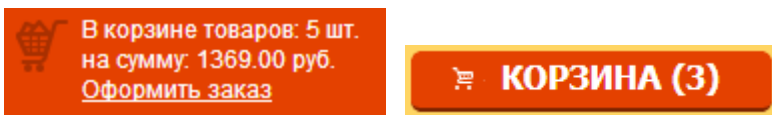
В общем, у замкадыша на каждом шагу нарастают сомнения, что доставка осуществляется за пределы столицы.

3. На **Мед-Конфитюр.рф** есть возможность продолжить покупки, а на **Med-Konfitur.ru** её нет:

[← Вернуться в магазин](#)

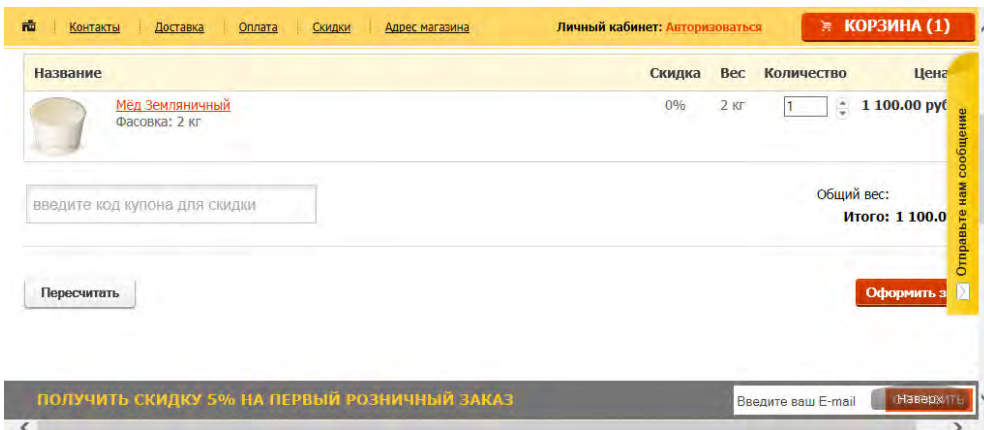
Обычный сценарий: посетитель ходит по магазину, накидывает товары в корзину, а в определённый момент хочет заглянуть в корзину и посмотреть, на какую сумму она уже тянет. Может быть, что-то удалить из корзины, а потом продолжить ходьбу по магазину. В этом плане корзина на **Med-Konfitur.ru** представляет собой некоторый тупик: нет ни одного нормального способа продолжить покупки: ни по ссылке **Вернуться в магазин**, ни через меню, никак. Типа «оплачивай то, что есть в корзине, либо проваливай». Ну он и проваливает в общем-то.

Кстати, на **Мед-Конфитюр.рф** на кнопке **Корзина** показана сумма, а на **Med-Konfitur.ru** её нет:



Не помешает показывать сумму. (То, что на **Med-Konfitur.ru** сделана хорошая кнопка, это как раз правильно: кнопку на плоскую плашку и ссылку **Оформить заказ** обратно менять не нужно.)

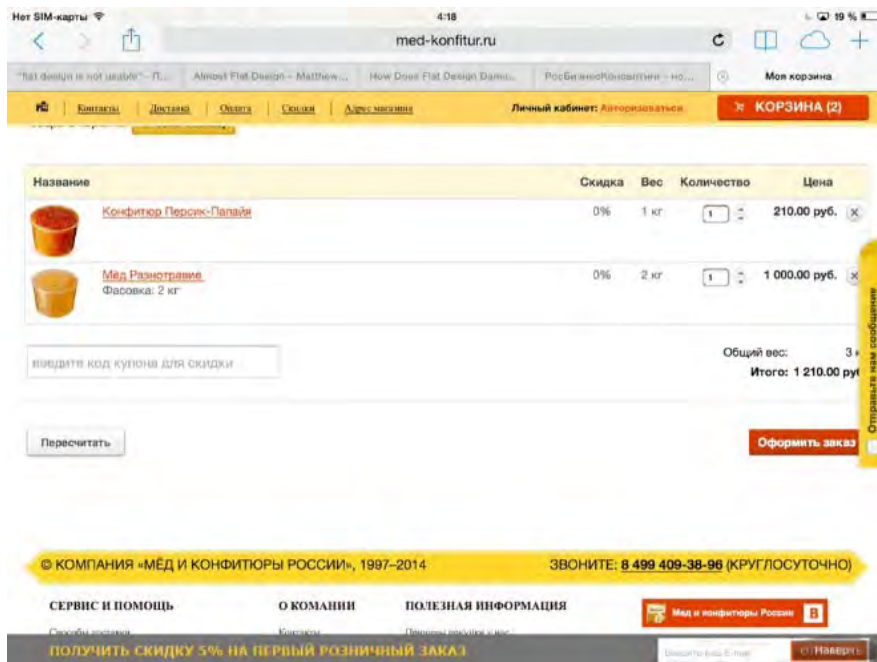
4. Вряд ли это очень существенно, но на РС при разрешении 1024 корзина **Med-Konfitur.ru** выглядит так:



Появляется горизонтальная прокрутка, которой на **Мед-Конфитюр.рф** нет. Хотя кнопка **Оформить заказ** виднеется, но её прикрывает поплавок **Отправьте нам сообщение**. Многие юзеры настолько ненавидят все эти полавки на сайтах, что стараются не смотреть в их сторону. В результате кто-то может и не заметить кнопку

Оформить заказ. Кроме того, поплавок закрывает кнопки удаления из корзины полностью, они видны только если прокрутить страницу по горизонтали.

Это относится преимущественно к РС. Планшеты с разрешением 1024 с проблемой справляются лучше, хотя тоже не идеально (скриншот с iPad 2):



Чекаут

Здесь **Med-Konfitur.ru** проигрывает **Мед-Конфитюр.рф** довольно существенно.

1. Несмотря на отдельные шероховатости, на **Мед-Конфитюр.рф** имеем достаточно *привычный* и понятный порядок полей:

1. АДРЕС ДОСТАВКИ

Ф.И.О *

E-mail *

Город

Адрес

Почтовый индекс
(обязательно для заказа по почте России)

Телефон *
(Просьба указывать два номера телефона)

Ближайшее метро

Зарегистрироваться

На **Med-Konfitur.ru** полный кулибинский бред:

1. ИНФОРМАЦИЯ ДЛЯ ОПЛАТЫ И ДОСТАВКИ ЗАКАЗА

Физическое лицо Юридическое лицо

Дата доставки:

Время доставки:

Станция метро:

Ф.И.О.:

E-Mail:

Телефон:

просьба указать два номера телефона!

Индекс:

101000

Местоположение:

В поле наберите первые буквы своего города и выберите из выпадающего списка

Адрес доставки:

2. На **Med-Konfitur.ru** скрыта (до выбора города) информация о способах и стоимости доставки, ясно показанная на **Мед-Конфитюр.рф** сразу после загрузки страницы:

2. СПОСОБ ДОСТАВКИ

Доставка курьером (200.00 руб.)

Доставка Покупателю по Москве

Срок доставки от 1 до 2 дней

Доставка по Московской области (400.00 руб.)

Доставка Покупателю по Московской области курьером

Почта России (299.00 руб.)

Срок доставки от 5 до 14 дней

Транспортная компания (0.00 руб.)

Стоимость и сроки доставки до вашего города

Вы можете уточнить у менеджера нашей

компании 8 (800) 100-39-86, звонок

бесплатный

Доставка до метро (90.00 руб.)

Осуществляется курьером в пределах кольцевой

линии, включая станцию ВДНХ

Самовывоз с магазина (0.00 руб.)

3. Первые три поля формы на **Med-Konfitur.ru** окончательно убеждают замкадыша, что доставка осуществляется только по Москве, и дальше он возможно смотреть уже и не будет:

Дата доставки:

Время доставки:

Станция метро:

4. Зачем сперва вводить индекс, а потом город, если по индексу можно вычислить город?:

Индекс:*

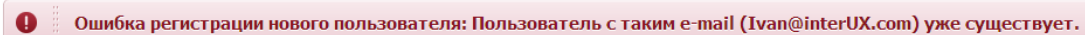
Местоположение:*

В поле наберите первые буквы своего города и выберите из выпадающего списка

Это хороший пример ненужной «автоматизации». У любого юзера есть под рукой файл с его адресом, откуда он привычно копирует во все формы на сайтах.

5. Радиокнопки однозначно понятнее, чем контуры у прямоугольничков. Главное, не понятно, что по этим прямоугольничкам надо кликать. Пиктограммы платёжных систем может быть и не мешают, но это надо как-то переделать всё равно. Пока рекомендуется просто вернуть радиокнопки обратно. (И не забываем, что выбор способа доставки нужно перенести на страницу **Корзина**.)

6. Пользователю вряд ли понятно, в чём тут проблема:

 Ошибка регистрации нового пользователя: Пользователь с таким e-mail (Ivan@interUX.com) уже существует.

Для повторного покупателя это вообще тупик.

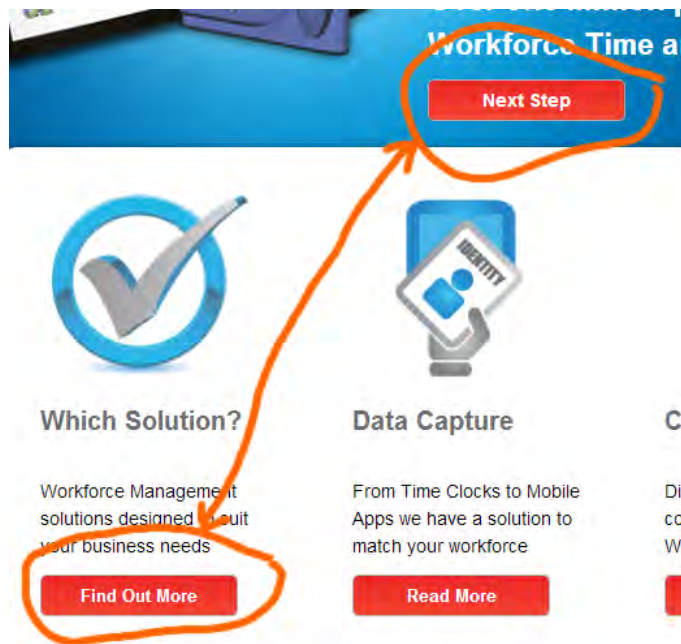
Thoughts on Mitrefinch.com.au redesign

Version 1 | 16.03.2014

1. I very much like your idea to replace “solutions for nobody” with a list of concrete industries:

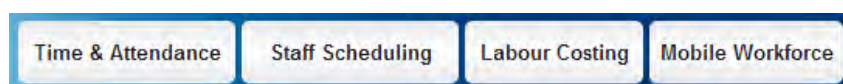


But, because *not many* people will click these two buttons...



...you don't reach your goal.

Then, the list of products doesn't look as a list of products:






So my suggestion is to show your products and the industries you serve just on the homepage pretty clearly:

Normal horizontal menu

Over one million people clock on using our workforce time and attendance systems every day



Our products

 Time & attendance	 Staff scheduling	 Labour costing	 Mobile workforce
--	---	---	---

Our industry solutions

 Retail	 Transport & Logistics	 Construction & Engineering	 Public sector
 Hospitality	 Financial industry	 Health	 Manufacturing
 Services	 Food & Beverage	 Pharmaceutical	 Mining & Energy

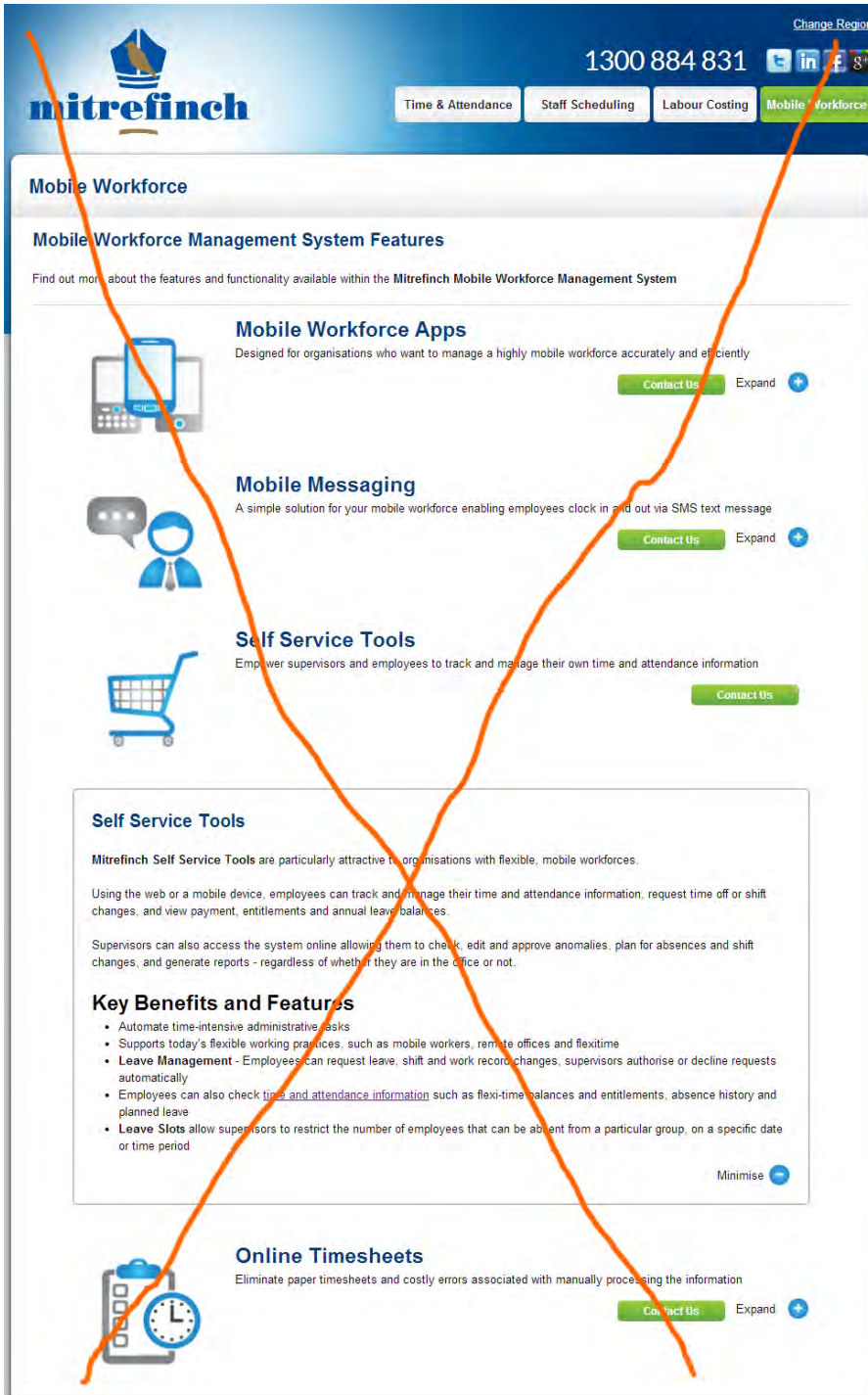
- Request a call back
 - Talk to existing users
 - How much money could a system save me?
 - Which solution is right for me?
- To be redesigned**

About Us Our Company Accreditations Industry Partners Partner Program Our Services	Time and Attendance Staff Scheduling Labour Costing Mobile Workforce Health and Safety	Quick Links Mitrefinch News Our Customers Client Case Studies White Papers	Contact Mitrefinch Technical Support Live Chat Request a Call Back Talk to Users	Legal Terms of Use Privacy Policy Cookie Policy Site Map
--	---	---	---	---

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(Note that I returned the main menu to its natural place: visitors shouldn't scroll to the bottom of the page to reach such important links as **Our company**, **Our services**, **Our customers**, **Client case studies**, **Technical support** etc. All these links must be shown on a classic horizontal main navigation.)

2. Third-level pages (product features) are unnecessary:



This information can be placed on the second-level pages (product page):

Mobile Workforce Software

More workers than ever are working from home, on the road, even while travelling from location to location.

Mitrefinch's mobile workforce applications, improve workplace productivity by making it easier for supervisors and employees to complete a wide range of work related and administrative tasks from any location, at any time.

By utilising the mobile devices they are already familiar with, employees can clock in/out or on/off specific jobs from remote work sites, request leave, and review their work information in real time.

Product features

Mobile workforce apps

Using a smart mobile device workers can easily and accurately clock in and out of work from any location.

The clocking information is then transferred to the time and attendance system where it can be reviewed, edited and analysed by supervisors and managers in real time.

If the mobile device is equipped with GPS, the actual location of the employee will be recorded during the clock in and out process - allowing supervisors to easily keep track of their employees, no matter where they are.

[More v](#)

Mobile messaging

Messaging enables employees to submit clockings, as well as department or job information remotely via SMS text message or email.

The application also allows Supervisors to send out information and receive responses from employees.

[More v](#)

Self-service tools

Mitrefinch Self Service Tools are particularly attractive to organisations with flexible, mobile workforces.

Using the web or a mobile device, employees can track and manage their time and attendance information, request time off or shift changes, and view payment, entitlements and annual leave balances.

Supervisors can also access the system online allowing them to check, edit and approve anomalies, plan for absences and shift changes, and generate reports - regardless of whether they are in the office or not.

Key benefits and features

- Automate time-intensive administrative tasks
- Supports today's flexible working practices, such as mobile workers, remote offices and flexitime
- Leave Management - Employees can request leave, shift and work record changes, supervisors authorise or decline requests automatically
- Employees can also check time and attendance information such as flexi-time balances and entitlements, absence history and planned leave
- Leave Slots allow supervisors to restrict the number of employees that can be absent from a particular group, on a specific date or time period

[Less ^](#)

Online timesheets

The Mitrefinch Time and Attendance System generates work records based on an employee's clocking in and out activity.

These work records are available as intuitive timesheets via a web-based portal and can be maintained by employees and their supervisors as required.

[More v](#)

Managing your mobile workforce regardless of their physical location

[Download brochure](#)

[Book a live demo](#)

[Contact us](#)

Online Consultant

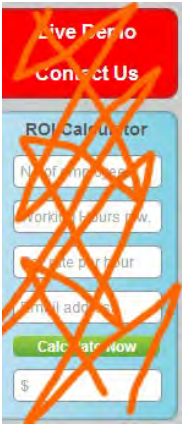
[Ask your question](#)

[Request a call back](#) [Talk to existing users](#)

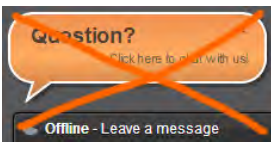
To be redesigned

[How much money could a system save me?](#) [Which solution is right for me?](#)

3. Communication channels. This floater is extremely annoying and must be avoided:



People hate floaters. They also don't like objects like this:

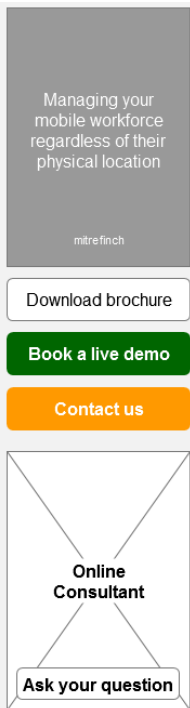


Offer the same functionality in a non-intrusive way:

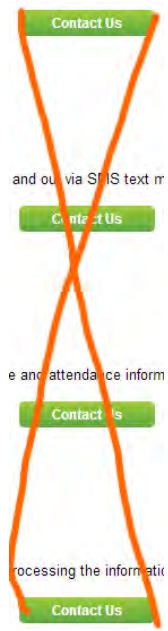


(this is a logical group of three communication channels: phone, email and chat).

On second-level pages you can also show another, product- or industry-relevant block of communication:



Do not populate pages with a myriad of **Contact us** buttons, this doesn't work:



This is annoying and only taints your image. Place the **Contact us** button in the same place on all pages and – be sure – a visitor will quickly remember that place and will press this button when necessary.

Thoughts on Mitrefinch.co.uk redesign

Version 1 | 22.03.2014

1. I think you already understand that UK website homepage should be completely redesigned. I already proposed the general direction when discussing AU website.
2. The goal of your website is to convince a visitor that you can provide a solution to his problem and stimulate a visitor to contact your company via phone, email, online form or chat.
3. There should be three interlinked main types of pages:
 - **product pages:** product descriptions with links to success stories;
 - **industry pages** with links to success stories;
 - **success stories** (case studies) with links to product pages and a corresponding industry page.

Product page

4. With the shift of your ideology from “solutions” to “products”, you should give your products some proper names and show product images on your product pages:



This is an important psychological moment: the image allows a customer to take a product in his hands in his mind’s eye and envisage a future day when all his problems would be solved. Even if you do not sell boxed software, anyway, show an image.

5. You should provide a customer with some idea of the price. You may use a standard price plans pattern or a price calculator, or a combination of both¹.



¹ Read useful tips on and see a lot of examples of a pricing table design: <http://ui-patterns.com/patterns/pricingtable>.

6. A product page should also include a small gallery of software screenshots to allow a visitor to get an insight about product's functionality and user interface quality.

7. Next section of a product page are testimonials and links to success stories.

8. Finally, calls to action: phone number, request for more info, live demo, and call back request.

9. Summarizing, a product page should contain:

- product name;
- product image;
- product description;
- product brochure (pdf);
- screenshots;
- testimonials with links to success stories;
- calls to action.

Industry page

10. Industry page should have a short description of your solutions (perhaps with links to product pages) and a long list of links to success stories. A link to success story consists of a customer logo, company name, testimonial and a link to concrete success story page.

Success story page

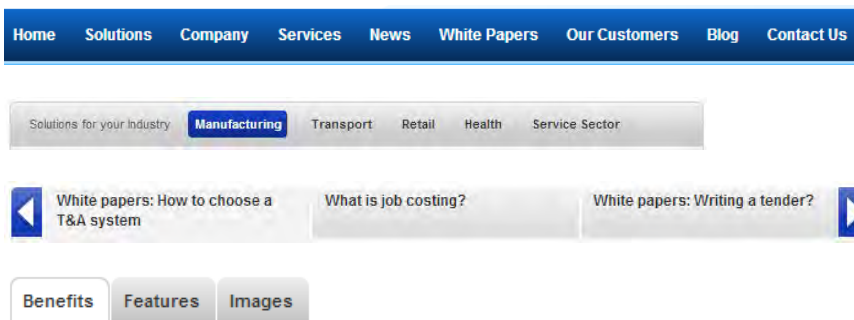
11. Success story page should have a description of successful deployment of your product(s) in a concrete company, links to product page(s) and a link to a corresponding industry page.

What to avoid

12. Automatic popups, floaters, carousels and other animated objects:



13. Multiple horizontal menus and tabs:



14. Long forms:

Request more information

Fill in the form below if you would like to find out more information about this product.

Name *

Company *

No. of employees

Email * (Our Privacy Policy)

Tel no.

Enquiry

Please type the text below

wuQUg2

Submit

Name *

Company name

Telephone

Email Address *

Number of Employees

Your enquiry

Please type the text below

ZdH2Mc

Submit

(In particular, avoid capchas.)

15. Social buttons: they are a useless visual garbage:



Экспресс-аудит сайта Mone.pro

Версия 1 | 24.04.2014

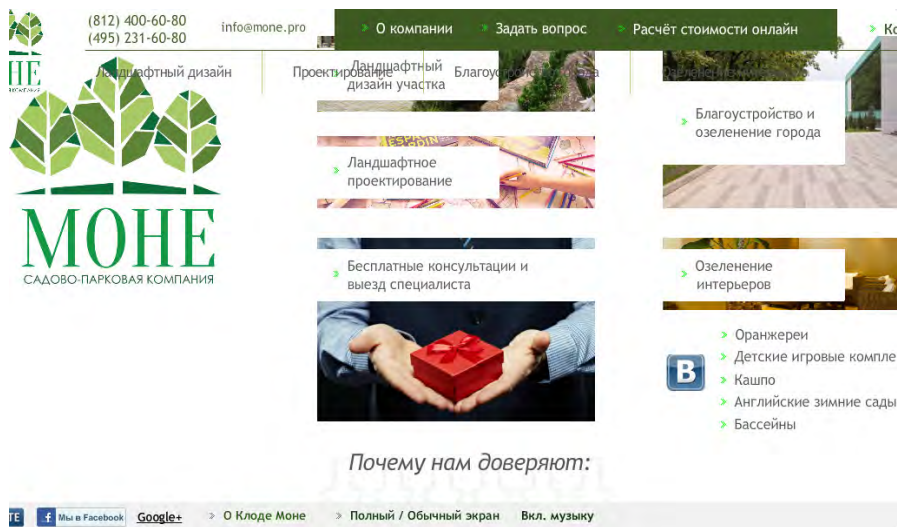
1. Эта страница не нужна:



Пользователь должен сразу попадать на главную страницу сайта. Сайты с «заставками» не делают лет 10 уже. От флеша тоже все давно отказались, кстати.

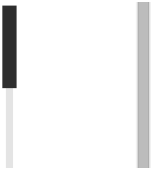
2. Автоматический переход в полноэкранный режим – это большая наглость. Кроме того, многие пользователи не знают, как выйти из полноэкранного режима. Они будут впредь обходить ваш сайт стороной.

3. На разрешении 1024 полноэкранное отображение разваливается:



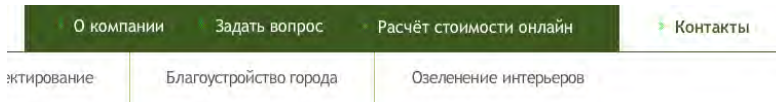
4. Горизонтальное меню реагирует на наведение мыши мгновенно, подменю разворачиваются медленно и сворачиваются, когда мышь уходит с них, тоже медленно. Надо бы всё наоборот.

5. Двойной скроллинг – это **нонсенс**:



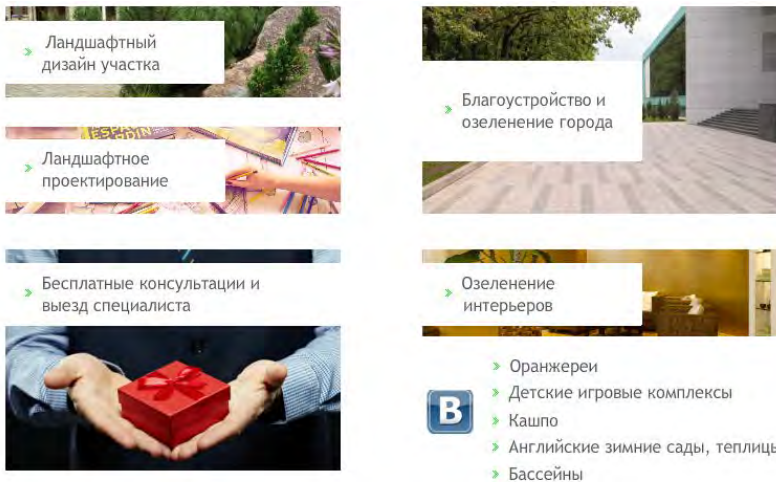
Пользователи элементарно не докручивают страницы до конца, если мышь левее или правее внутренней области.

6. Вспомогательное меню более заметно, чем основное:



Надо бы наоборот.

7. Это правильно, что входы в разделы показаны прямоугольниками, но выглядит всё некультяписто:



Почему нам доверяют:

Прямоугольники разного размера, врезанные в них заголовки, непонятные картинки, список вдобавок к прямоугольникам, ещё и вконтактник сюда зачем-то всунули. Каша в общем.

8. По хOVERу подчёркивается почему-то только вторая строчка ссылки:



9. **Ничего** не пишем ALL CAPS:



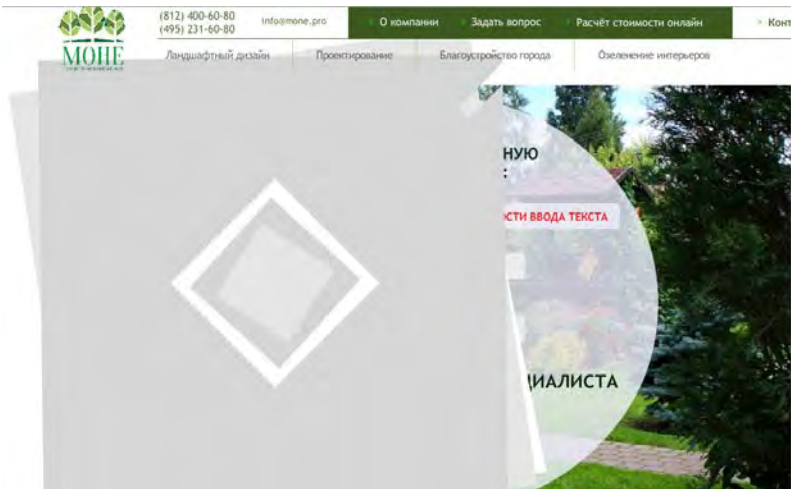
Благоустройство от садово-парковой компании "МОНЕ" - это красота изнутри и снаружи вашего дома - ландшафты от камерных до городских; завершающие образ

» Главная » ландшафтный дизайн участка - услуги

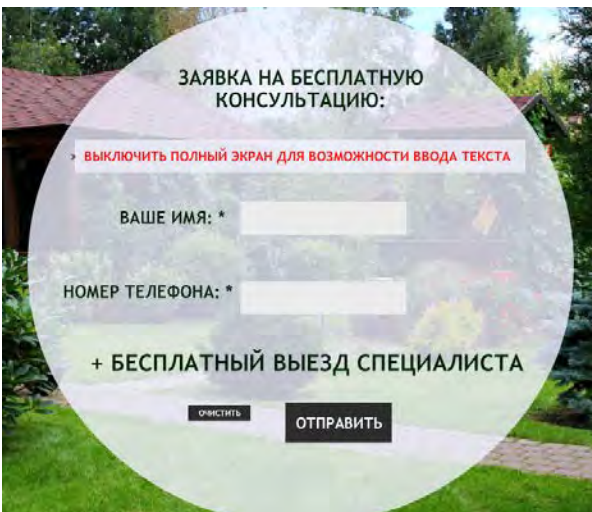
Благоустройство от садово-парковой компании "МОНЕ" - это красота изнутри и снаружи вашего дома - ландшафты от камерных до городских; завершающие образ пейзажа постройки; фитодизайн, гармонично вписанный в ваш домашний или офисный интерьер. Создание ландшафтного дизайна на вашем загородном участке позволит его преобразить, создать совершенно новый вид и придать ему новую функциональность.

Везде только Sentence case.

10. Крутить квадраты на каждой странице совершенно без надобности:



11. Маразм в каждом нюансе:



Причём пункт меню назывался **Задать вопрос**. Да, поле для ввода вопроса там есть ниже, но кто же будет скроллить эту страницу ниже кнопки **Отправить**?

12. Укажите время работы телефонов в шапке:

(812) 400-60-80
(495) 231-60-80

Поскольку вы работаете до 20:00, да ещё и по выходным, это ваше конкурентное преимущество.

13. Подчеркните емейл и сделайте его кликабельным:

МОСКВА: (495) 231 6080
САНКТ-ПЕТЕРБУРГ: (812) 400 6080
МУРМАНСК: (902) 281 2675
info@mone.pro
ВРЕМЯ РАБОТЫ:
ПН-ВС 10:00-20:00

(В шапке тоже подчеркните емейл.)

14. Найдите человека, который может понятно формулировать мысли на русском языке и знаком с правилами расстановки знаков препинания.

15. Никто не будет заполнять такую форму:

1. Главная 2. Расчет ландшафтного проекта

“Время по-прежнему, что и деньги: не распространяйте его, и у вас будет его больше.”
Густав Дикс

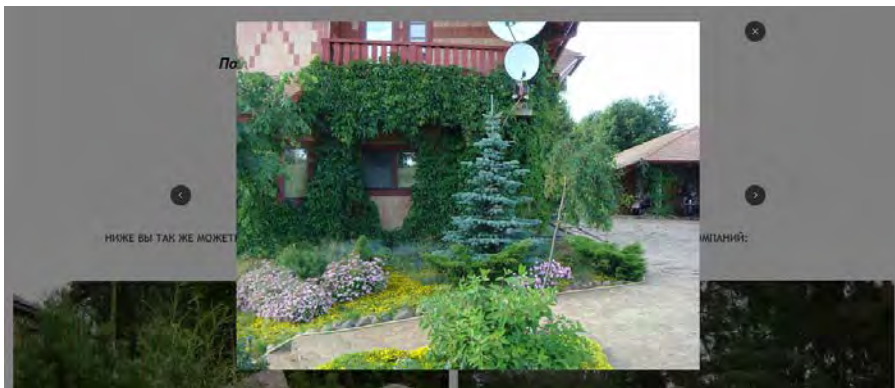
Мы рады знакомить Вас с проектом. Вы получаете в среднем, только 3 мин. 50 сек. на описание участка, после чего мы сможем оказать Вам консультацию на ландшафтный проект.

✕ ВЫКЛЮЧИТЬ ПОЛНЫЙ ЭКРАН ДЛЯ ВОЗМОЖНОСТИ ВВОДА ТЕКСТА

Расчёт стоимости ландшафтного проекта

Как к Вам обратиться? *	Характер рельефа:
Ваш адрес электронной почты? *	Общий перепад высот на участке, м? *
Ваш контактный телефон? *	Уровень грунтовых вод: стоит ли вода на участке в осеннее время и после дождей, как долго? *
Размер садового участка? * Единица измерения: * Кв.м. Гектары	Характер растительности, наличие взрослых деревьев? *
Типовая система автоматического полива:	Существующие и планируемые инженерные сооружения и коммуникации: септик/канализация, газовый котёл/котельная, газовый пульт/газификация/газ, дренажная система.
Проект озеленения:	Существующие постройки на участке
Проект дренажа:	Помогает ли созданию дополнительных объектов на участке:
Проект ограждений участка:	Бассейн, барбекю, детская площадка, место для отдыха, бассейн, ландшафтная архитектура, система полива, искусственный дождь и др.
Наличие у Вас теплиц/парничков/дома с оранжереей/севера? *	Помогает ли созданию дополнительных объектов на участке:
Наличие у Вас планов существующих насаждений? *	Бассейн, барбекю, детская площадка, место для отдыха, бассейн, ландшафтная архитектура, система полива, искусственный дождь и др.
Наличие у Вас планов реконструкции коммуникаций? *	Помогает ли созданию дополнительных объектов на участке:
Когда вы планируете заказать разработку проекта? *	Помогает ли созданию дополнительных объектов на участке:
Когда вы планируете приступить к реализации ландшафтного проекта? *	Помогает ли созданию дополнительных объектов на участке:
Планируемый вариант озеленения? *	Удаленность от города, км.:
Вы можете предоставить дополнительные документы: фото территории, планы, фото существующих насаждений и т.д. (не обязательно)	Ближайший населенный пункт (город/район/деревня/поселок):
Комментарии, дополнения:	

16. Галерея это просто финиш.



В общем, тут чем дальше в лес, тем толще партизаны.

Основная рекомендация: замена дизайнера-студента на профессионала. Если виноват не студент, а это у вас в компании есть генератор идей, который придумывает весь эти «инновации», то его влияние на разработку сайта необходимо нейтрализовать. Иначе ничего не получится.

Мысли по переделке сайта PCsaved.com

Версия 2 | 25.03.2014

Общее

1. Цель сайта – сформировать у посетителя впечатление, что с вами можно и нужно работать (фактор доверия), и побудить его выйти на контакт по телефону, емейлу или через контактную форму на сайте.
2. Ориентируемся на посетителя, у которого в данный момент срочная потребность в устранении дивастера. Если пациент доволен лечением, то он становится постоянным клиентом. Не забываем полностью о привлечении клиентов, у которых нет дивастера, но выносим наверх «службу скорой компьютерной помощи».

Шапка

3. Не резилим шапку по всей ширине экрана, а только в пределах 1024–1280, как это сделано для контента.
4. Слоган помещаем как положено рядом с логотипом. Посетителю должны быть сходу понятны ваши услуги. Рассматриваем возможность замены слогана на более функциональный, что-то на темы «скорая компьютерная помощь», «лечение», «надёжность», «защита». Слово «катастрофы» в нынешнем слогане довольно рискованное. Может напрягать тех, у кого пока что всё в порядке.
5. Вероятно, имеет смысл заменить логотип с PCSaved на PCsaved – в таком написании легче запомнить.
6. Социальные кнопки задвигаем куда-нибудь подальше в угол или вообще их прибываем, потому что соцсети не работают (пусть остаются в подвале – там они не мешают, а в шапке это чистый визуальный мусор). (Соцсети – это биржевой пузырь и более ничего, толку от них никакого. Бизнесы уже это осознали, см. <http://bit.ly/1m2CLiB>.)
7. Помещаем в шапку два телефона (бесплатный крупным шрифтом и внеурочный чуть помельче, но чтобы было понятно, что вам можно звонить в любое время – в отличие от ваших конкурентов) и емейл.

Главное меню

8. Должно выглядеть как нормальное горизонтальное меню, а не серые «надписи». У всех конкурентов нормальные классические меню.
9. Нужна реорганизация меню (и соответственно структуры сайта) в сторону сокращения числа пунктов (и соответственно страниц). Правда, один новый пункт – **About** – нужно непременно добавить, он должен идти предпоследним, перед **Contact us** (подробнее ниже).

Вертикальное меню на внутренних страницах

10. Предлагается упразднить в связи с упрощением структуры сайта.
11. В любом случае вертикальное меню не должно быть справа, поскольку туда никто не смотрит.

Неро (баннер на главной странице)


12. Убираем карусель, поскольку карусели не работают (об этом написаны тонны статей, есть даже специальный сайт со ссылками: www.shouldiuseacarousel.com).

13. Делаем статический баннер (и опять-таки не резилим его по ширине экрана). На нём пишем крупно одну фразу, передающую суть предложения компании. Что-то типа **Award-winning business and residential computer services bla-bla**. Дальше идёт список ключевых услуг в виде bulleted list. Цель баннера – показать посетителю, что он оказался на правильном сайте, и имеет смысл читать дальше.

В правой части баннера помещаем award:

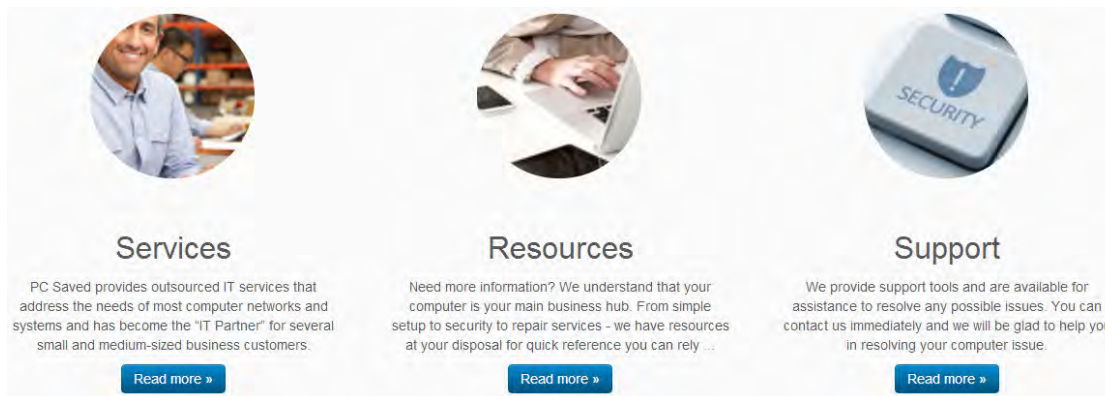
Здесь суть предложения компании в одной фразе

- Услуга 1
- Услуга 2
- Услуга 3
- Услуга 4
- Услуга 5



Контент главной страницы

14. Структура из трёх входов в сайт теоретически правильная, но в конкретной реализации не слишком эффективная, поскольку **Resources** и **Support** ведут на довольно бесполезные страницы:



Services
PC Saved provides outsourced IT services that address the needs of most computer networks and systems and has become the "IT Partner" for several small and medium-sized business customers.
[Read more »](#)

Resources
Need more information? We understand that your computer is your main business hub. From simple setup to security to repair services - we have resources at your disposal for quick reference you can rely ...
[Read more »](#)

Support
We provide support tools and are available for assistance to resolve any possible issues. You can contact us immediately and we will be glad to help you in resolving your computer issue.
[Read more »](#)

Кроме того, нужно отдавать отчёт, что контент *ниже* трёх кнопок **Read more** мало кто прочтёт, поскольку основной поток посетителей уйдёт по одной из этих кнопок.

Поэтому предлагается эту тройку упразднить.

15. Что вместо неё? – Структурированный в виде списка услуг (и сокращённый) контент нынешней страницы **Services**, причём с конкретными *ценами* или ценовыми ориентирами.

Пример: <http://techheadshhi.com/computer-services-and-rates.html>, но у них визуальное убого, надо, чтобы выглядело привлекательно.

16. Избегаем расположения картинка-текст в шахматном порядке:

PC Saved provides exceptional technology services to the Bluffton, Hilton Head, Savannah and surrounding areas. We offer complete networking services, from design to installation. We provide support services for any of your computers and printer needs, as well as other hosted solutions like email, backup and disaster recovery. Our superior technology services can scale to any type of business from small to large.

Our IT Services Include Five Layers of Protection Which Means:

- Minimal down time of your computer network.
- Increased efficiency of your employees.
- Database protection for your clients.
- Insured safety measures in place to keep critical data secure.
- Frustration free operations.



Providing the most efficient Information Technology Services means working closely with our customers to provide solutions to their unique requirements.

Services can vary for small businesses, corporations and various markets offer issues that require an optimal skill set.

Our IT Services cover all types of computer and network services that include (but are not limited to);

- Computer Repair with Data Backup and Recovery
- Efficient Security for Critical Components
- Email Server Installation and Support
- Server Installation and Support
- Advanced Security Services
- System Watch IT (24/7)
- Hardware & Software Solutions



PC Saved is proud to provide services varying in different types of markets. From bridging information gaps to improve clinical care in the healthcare field, to providing secure measures in the cyberspace communications field of civil agencies and educators. PC Saved's experience helps cover a broad range of products and service.

PC Saved offers advanced security and protection for all enterprise network connections and file transfers. This critical work is essential for all government, healthcare, financial and educational industries.

Call us today toll free at **888-986-8359** to get started with your free consultation!

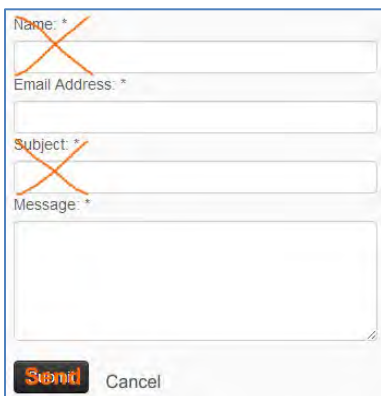


Понятно, что это современная манера, но это придумали графдизайнеры, которые ни бельмеса в юзабилити. Люди не читают в шахматном порядке.

Вместо стоковых фото лучше использовать крупные пиктограммы, любой индус их легко нарисует сколько угодно.

17. После списка услуг и цен размещаем call to action «Мы решим любые проблемы с вашими компьютерами. Обращайтесь:» и контакты (крупно): телефоны, емейл и кнопка вызова формы запроса.

18. Вообще-то при наличии емейла формой запроса пользуется в лучшем случае один юзер из пяти, но пусть эта форма будет. Только её нужно оформить попоп-лайтбоксом и сократить число полей до двух (юзер по-любому укажет своё имя в конце сообщения, а заставлять его придумывать subject негуманно):



Кнопку **Submit** нужно переименовать в **Send** (никто не знает почему, но люди неохотно жмут **Submit**: <http://bit.ly/1gHgO7N>).

Подвал

19. В подвале показываем логотипы солидных клиентов и организаций, в которых состоит фирма.

Страница About (или About us)

20. Эта страница должна стать ключевой в формировании доверия к компании. Помещаем там:

- фотографию Президента (доверие к персонажу с фото в сто раз выше, чем к анониму);
- его краткую биографию со всеми регалиями;
- кнопку-ссылку на профиль в LinkedIn;
- список testimonials, состоящих из логотипа фирмы или фото частного клиента, текста отзыва (желательно следить за тем, чтобы отзывы на сайте и на страничке в LinkedIn были разными) и – на будущее – ссылки на страничку с описанием success story для этого клиента.

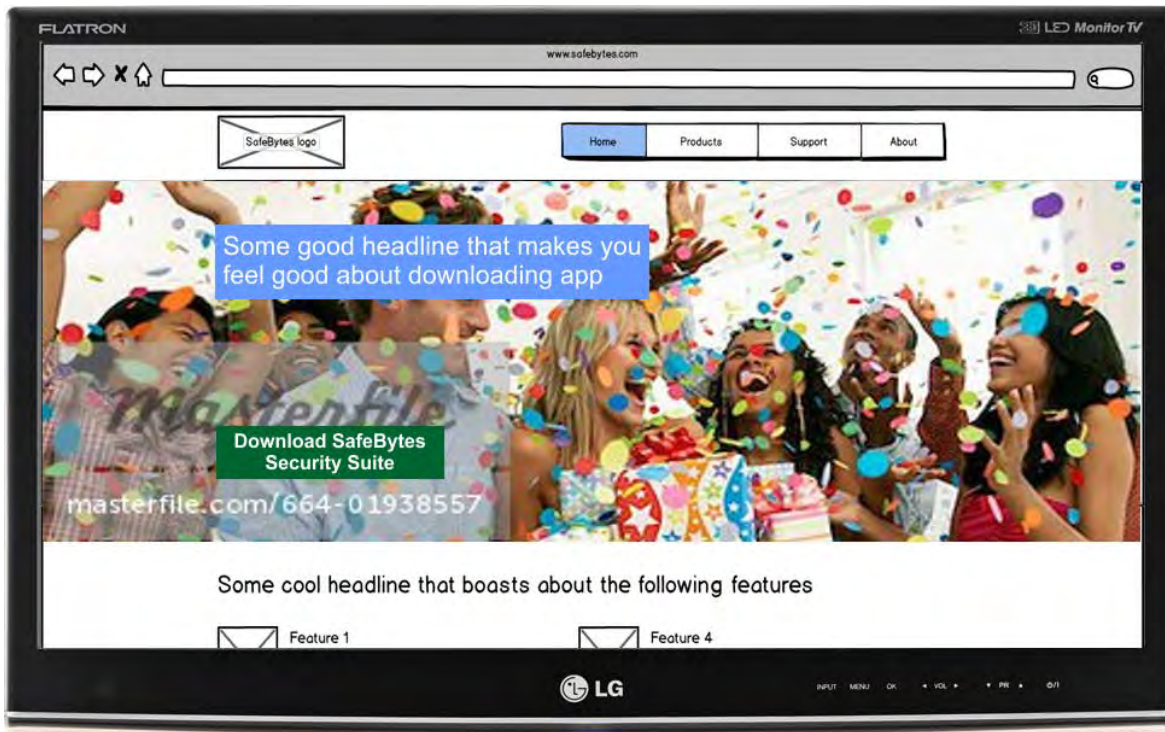
Страница Contact us

21. Крупно-чётко: телефоны, емейл, кнопка вызова формы запроса, адрес офиса, гуглокарта с местоположением офиса.

Thoughts on SafeBytes homepage wireframes

Version 1 | 24.01.2013

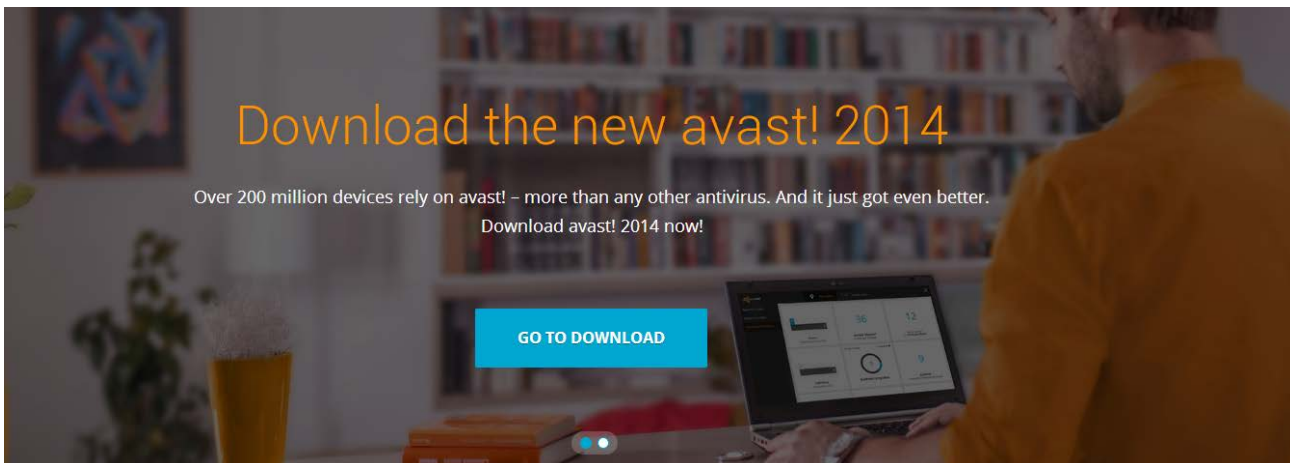
This is how a visitor will see your home page above the page fold (according to your designer's instructions):




What's wrong with your design(er)?

BIG AND PROFESSIONAL STOCK PHOTO ABOUT SOME PEOPLE BEING HAPPY


A. You do not sell happiness. Let bankers, insurers, lawyers, real estate agents and dentists sell happiness. You sell defense, protection, security and safe work. Look at your competitors:



Relax with our best protection for you and your privacy


for your mobile too 

be protected


 AVG Internet Security 2014
Download Free Trial

This advertisement shows a man in a grey t-shirt sitting at a wooden table in a cafe, looking at his smartphone. A laptop is open in front of him. The background is slightly blurred, showing other people in the cafe. The text is overlaid on the right side of the image.

Get our essential award-winning free protection now

for your mobile too 

be protected

 AVG AntiVirus FREE 2014
FREE Download

This advertisement shows a man in a plaid shirt sitting at a white outdoor table, working on a laptop. There is a drink on the table. The background is a lush green outdoor setting. The text is overlaid on the right side of the image.

Avira Free Antivirus

Effortless protection for a virus free PC

Free Download

[Learn more >](#)

This advertisement shows a man sitting on a white sofa, looking at a laptop. The laptop screen displays the Avira Free Antivirus interface. The background is a bright, modern living room. The text is overlaid on the top and middle of the image.


People on these pictures are not happy (sometimes we even do not see their facial expressions). They **work** on **computers**. They are protected and they work safely.

B. At the same time, you cannot follow this style at all. Your competitors are *established brands*. This is why they *have a right* simply to place a large photo and a download button on their homepages above the fold. You are not a brand and your approach should be quite different.

C. Never use stock photos. People *do not trust* websites with stock photos. Every serious designer knows this.

D. This is not *super* important:

Main frame is 980px
WIDE. Super
important.



Other things are important in your case. (In particular, height is more important than width.)

E. Your prospective customers are probably not lamers. They already used some AV software earlier and they probably were not satisfied with them. Maybe their current AV app does not protect them well or conflicts with other software, perhaps they are completely dissatisfied with the customer support – you have to analyze all these reasons for a customer to seek for alternatives and respond to these motives and needs on your homepage, preferably above the page fold. The goal of your homepage is to show that you are different, to display the *value* of your offer and explain why it makes sense to download and **try** your app.

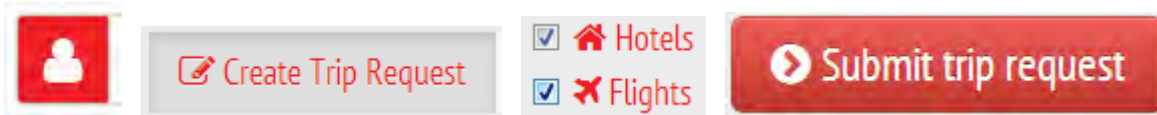
WiserGo.com usability recommendations

Version 1 | 20.10.2013

General (GE)

GE010 Avoid compulsory registration. Use gradual engagement approach instead¹.

GE020 Reserve red color for error messages only. Do not use red for menu items, buttons, icons, labels, table headers etc.



GE025 Use orange color for action buttons.

GE030 Do not “freeze” the masthead because this is (currently) a useless object.

GE040 Avoid floaters overlapping the page content. Probably, avoid floaters completely: they are very annoying.

“It is impossible to top this vacation!...”

(...) It is impossible to top this vacation. I have traveled a lot but this was perfect from beginning to end. From rece

Can we help you?

GE050 Avoid rotating backgrounds.

GE060 Replace “agents” with “experts” throughout the website.

GE070 Add horizontal menu (very preliminary variant: Home | How it works? | Create trip request | My trips | Help | About | Contact us).

Homepage (HP)

HP010 Place a functional slogan in the masthead explaining what is your website about.



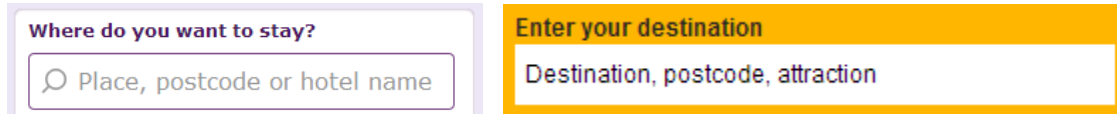
¹ See Wroblewski L. (2008) Sign Up Forms Must Die | <http://alistapart.com/article/signupforms>

HP020 Place “How it works” block (including video) to the right of the search form.

HP030 Users must understand that through your website they communicate with *human experts*.

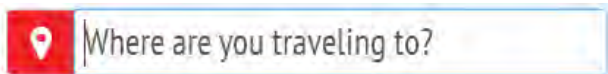
Search Form (SF)

SF010 Place field labels above the entry fields and use grey text in entry fields to explain what entries are valid (for example, users would understand that “Tyrrhenian beaches of Italy” is a valid entry).



The image shows two examples of search form input fields. The first example is a light purple box with the label "Where do you want to stay?" above a search input field containing the placeholder text "Place, postcode or hotel name". The second example is a yellow box with the label "Enter your destination" above a search input field containing the placeholder text "Destination, postcode, attraction".

SF020 Clear fields just after placing cursor into them.



The image shows a search form with a red location pin icon on the left and the text "Where are you traveling to?" inside the input field.

SF025 Allow activity-oriented “where” requests (and corresponding experts) in addition to country-oriented, eg “beach holidays in Mediterranean” or “ski resorts in Europe”.

SF030 Allow entering approximate dates like “second half of August”.

SF040 Avoid inconsistency in search forms on the homepage (where only **From** date is required) and on the “Create Your Trip Request” (where both **From** and **To** dates should be selected).

SF050 Make field widths appropriate to their expected contents.

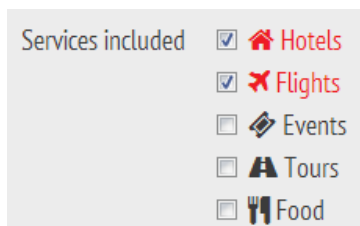
SF060 Remove “I’m a travel expert” from this form. Provide an entry for experts at the top right corner of the page.

Create Your Trip Request (CR)

CR010 Consider a two-step request building process: on the homepage a user enters basic trip parameters, on the second page (titled eg “Tell us more about your preferences”) he enters additional parameters like his preferences of activities (checkboxes Family holidays, Winter sports, City breaks, Culture, Romance, Beach, Nightlife).

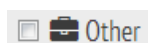
CR020 Reduce the amount of text a user has to type in by allowing him to select checkboxes with options.

CR030 Preselect **Hotels** and **Flights**.




The image shows a list of services with checkboxes. The services are: Hotels (checked), Flights (checked), Events, Tours, and Food. Each service has a small icon next to it.

CR030 Remove **Other** option.



The image shows a checkbox labeled "Other".

CR040 Remove **Save draft** button.

 Save draft

CR050 Don't make **Tell us about...** a required field.

Total Budget (USD) \$

Tell us about the type of things you would like to do and see

* This field is required
* Minimum 20 characters required

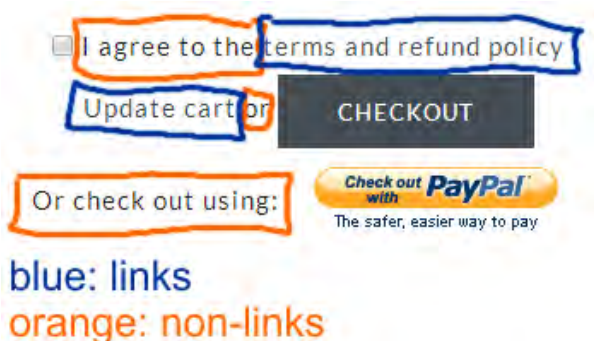
Recommendations on CoeurSports.com usability and conversion

Version 1 | 03.08.2014

General

GE010 Replace ALL CAPS texts with Sentence case throughout the whole website. (An exception: Title Case is acceptable for product names.) It is known just since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts¹.

GE020 Links should be clearly distinguishable from non-linked text. One of the most terrible examples:



GE030 If you want people to click buttons on your website then:

- make buttons clearly distinguishable on the page (black color buttons are not ok on your webpages because there are many other black objects; in fact, black is a completely inappropriate color for a CTA button on any ecommerce website);
- make buttons embossed (3D-looking)²;
- *increase* button's color intensity on mouse hover;
- make button corners rounded.

GE040 Hire a specialist to prepare images of your products. Your photos are currently unimpressive and do not look professional.

GE050 Introduce **Wishlist** in addition to **Shopping cart**. Practice shows that this increases sales enormously.

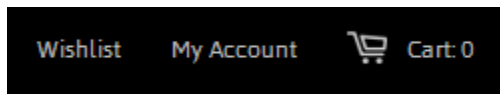
¹ Yes, I know *everything* about the recent trends in webdesign. But I find them wrong in many ways. Enormous popularity of ALL CAPS is an obvious mistake.

² Research shows that people click embossed buttons 1.5 times more readily than they click flat buttons.

Masthead and main menu

MM010 Replace the meaningless slogan “stylish speed...from the heart” with a clear explanation of your business, for example: “Women’s exercise clothing for endurance sports” or “Women’s specific clothing for triathlon” etc.

MM020 Place **Login** link on the masthead. Main menu is a wrong place for a login link. Example:



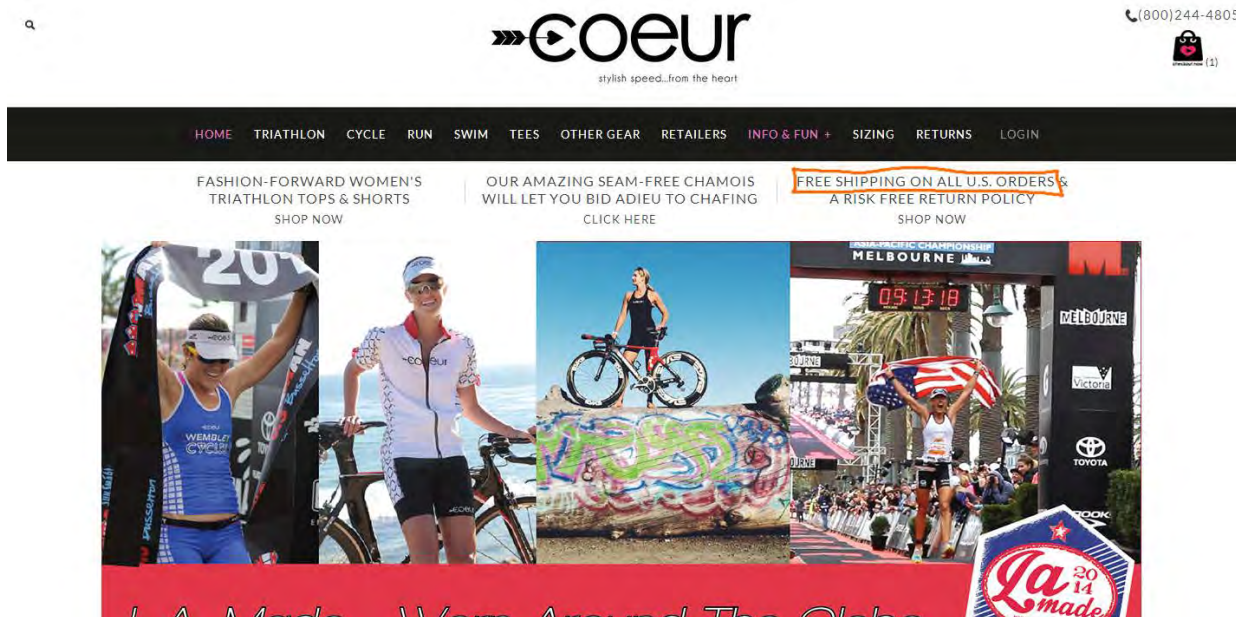
bettydesigns.com

MM030 Show clickable email on the masthead.

MM040 Add **About us** and **Contact** to the main menu.

MM050 Consider replacing individual menu items **Triathlon**, **Cycle**, **Run**, **Swim**, **Tees** and **Other gear** with a single megamenu **Shop**.

MM060 Increase visibility of your obvious competitive advantage:



Consider placing info about free delivery just on the masthead.

Homepage

HP010 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful³. Remove the carousel completely or replace it with a couple of static banners⁴.

³ See e. g. [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).

⁴ “A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content”: page 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#).

HP020 Consider placing the following sections on the homepage:

Sports

Triathlon | Cycle | Run | Swim

Collections

Checkmate | Chevrons | Chinese New Year | Sea Glass

Popular

<a number of bestselling items>

The latest things

<a number of recently added items>

Recently purchased

<a number of recently purchased items>

(It is not necessary to show *all* these sections on the homepage simultaneously, of course. A/B-testing will show what works better.)

HP030 Remove large blocks of text. Nobody will read them.

Category pages

CA010 Showing product details on a category page (via expand/collapse mechanism) is a not good idea. Show them on the product pages only.

CA020 Do not show out of the stock items.

Product pages

PR010 Show textual descriptions on *all* product pages. In particular, present detailed info about the *fabric*. Example:

Stand out in the crowd, dynamic, gloss fabric. Black Gloss leather look racer back tank top.

INSPIRATION:

Athletic Competition and modern lifestyle

FIT FEATURES:

- Racing back design
- Elegant gloss fabric, breathable and comfortable.

FABRIC:

PGP (Power Gloss Performance) 71% Polyamide/29% Elastane has a distinctive treatment that gives the fabric a shiny appearance or "wet look". It is a next-generation fabric that can satisfy various needs: ultra-fine with a thickness reduced by 50% compared to a classic charmeuse; ultra-lightweight at 145 g/m²; opaque; exceptionally elastic and close fitting; anti-pilling; breathable and resistant to sand and UV rays (UPF 50+). Thanks to the use of Xtra-Life LYCRA®, PGP also offers great resistance to chlorine.

AliiLifestyle.com

PR020 Replace bag icon with a normal button (**GE030**). Use orange or green color for **Add to cart** button.

PR030 In this situation, not many visitors will understand that *not all* sizes and colors are sold out and will try to choose other size/color combinations:

CHECKMATE SPORTS BRA

SOLD OUT

Quantity

Size

Color



Free Shipping!

PR040 Show sizes and colors this way instead of dropdown lists. Example:

Color



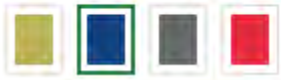
Size



AliiLifestyle.com

In addition, provide more clear indication of the selected color. Example:

Colour: True Blue



JohnLewis.com

Shopping cart

SC010 Add increment buttons to the quantity field:



Recalculate order total automatically, avoid **Update cart** command.

SC020 Allow a customer to select a shipping method on this page. On selection, recalculate the total amount of the order. Shopping cart is the page where a customer should see *the last and final price* of her order.

SC030 Remove country selector because you don't ship goods overseas.

SC040 Do not ask for State *and* Zip, ask for State *or* Zip.

Checkout

CO010 Explain what fields are required and which are optional:

A screenshot of a checkout form with the following fields: FIRST NAME, LAST NAME, COMPANY, ADDRESS, ADDRESS2, CITY, POSTAL/ZIP CODE, COUNTRY (a dropdown menu showing 'Estonia'), STATE / PROVINCE, and PHONE.

CO020 Explain why do you ask for email.

CO030 These fields are rather problematic because they often lead to conversion decrease⁵:

Two form sections are shown. The first is titled 'DISCOUNTS' and contains the text 'Have a discount code? Enter it here:' followed by an input field and an 'APPLY' button. The second is titled 'GIFT CARDS' and contains the text 'Have a gift card? Enter it here:' followed by an input field and an 'APPLY' button.

CO040 Do not preselect this checkbox:

A section titled 'KEEP ME UPDATED' with a checkbox that is preselected (checked) and the text 'I WANT TO RECEIVE OCCASIONAL EMAILS ABOUT NEW PRODUCTS, PROMOTIONS AND OTHER NEWS.'

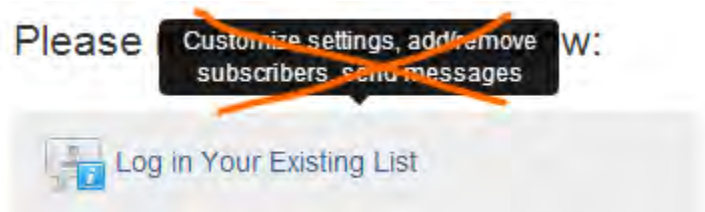
⁵ See discussion of this theme: [Stop "promo code search" leaks once and for all to increase conversions, Do coupon codes INCREASE checkout abandonment?](#).

Usability evaluation of Mail-List.com Database

Version 1 | 18.06.2014

1. Commands **Log in** and **Create** look like links but don't behave as conventional links:

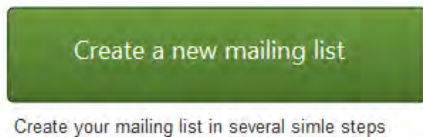
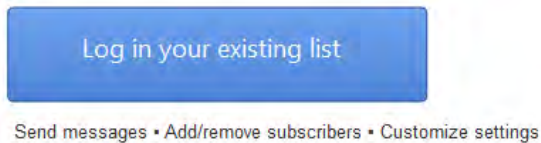
(a) popup hints are ok for icons without text labels but they are unexpected for text links:



(Also take into account that these hints can't be evoked on touchscreens.)

(b) Since **Log in** and **Create** are not simply links but they are *actions*, it is more appropriate to use normal buttons for them.

My recommendation is the following:

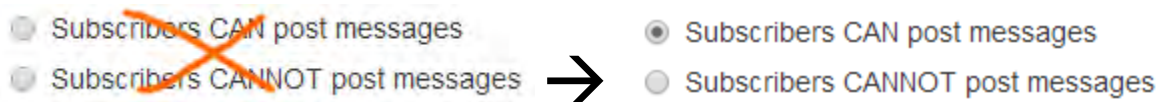


(Icons on these buttons are not necessary.)

2. For linear processes, show exact number of steps in a process:



3. Always offer a default selection for radio button groups¹:



¹ See [Radio Buttons: Select One by Default or Leave All Unselected?](#)

4. Avoid out-of-the-way information irrelevant to the user's current task:

~~"Our organization was seeking to create an online community of listserv for our organization which includes people in many countries. mail-list.com solved this problem quickly and cost effectively.~~

~~As a first time listserv moderator, I needed and appreciated the quick personal support mark david mcCreary provided. No question was ignored nor did he make feel free in any way silly for asking. mail-list.com provides a reliable service that delivers email to the inbox of our 1,000 members who are very impressed and appreciative of the service provided by our organization."~~

~~Tami VerHelst
International Institute for Trauma & Addiction Professionals~~

5. 27 characters limit for a mailing list name will be uncomfortable for many users. Look at these real mailing lists (<http://lists.nextmark.com>):

New mailing lists

- ANS Canada Licensed Professionals - 5 hours ago
- ANS Business Executive Masterfile - 6 hours ago
- VFW Non-Member Donors - Wiland Direct Modeling Program - 6 hours ago
- ANS Licensed Professionals - 6 hours ago
- PajamaJean Blow In (A RR Donnelley Sponsored Program) - 8 hours ago
- PajamaGram Blow In (A RR Donnelley Sponsored Program) - 8 hours ago
- Territory Ahead Dedicated Email - 8 hours ago
- metrostyle Dedicated Email - 8 hours ago
- Chadwicks of Boston Dedicated Email - 8 hours ago
- Manufacturers From Irnewslink Email Newsletter - 1 day ago
- Marketing Executives from Irnewslink Email Newsletter - 1 day ago
- Wholesaler Distributor from Irnewslink Email Newsletter - 1 day ago
- Qalscan - Quality Assurance & Quality Control Contacts in Industry - 1 day ago
- E Commerce Executives from Irnewslink Email Newsletter - 1 day ago
- Retail Chains from Irnewslink Email Newsletter - 1 day ago
- ResponseBase Manufacturing Professionals Email - 1 day ago
- ResponseBase Manufacturing Professionals - 1 day ago
- Top Level Executives from Irnewslink Email Newsletter - 1 day ago
- NASA Tech Briefs Specialty Product Buyers Business Email Database - 1 day ago
- NASA Tech Briefs Specialty Product Buyers Business Database - 1 day ago
- HELP ME FIND HEALTH INSURANCE - 4 days ago
- HELP ME FIND A JOB - 4 days ago
- BRIGHTCLOUDDATA CANADIAN CONSUMERS MASTERFILE - 4 days ago
- SHAPE America - 4 days ago
- Americans for Republican Leadership - 4 days ago

The majority of them are longer than 27 characters. Recommendation: analyze lengths of existing mailing lists and set a reasonable limit.

6. "Spaces are not allowed, but dashes are". This is an unnatural requirement and it may be expected that a considerable percent of users will bounce after reading this.


7. You might explain this in advance:

 The list name can only contain letters, numbers, dashes or underscores

Ivan's-Test-Mailing List

8. Show all instructions *above* action buttons:

The name must be at least 3 characters long but no more than 27 characters long. Spaces are not allowed, but dashes are.

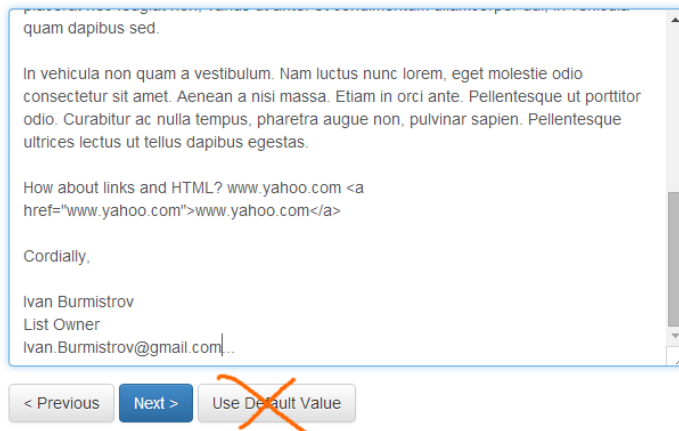
 < Previous Next >

You can always change the list name, or any other setting later on.

9. Rename **Use default value** button with **Clear** or simply remove it (it is unnecessary):

Welcome Message

This will be sent to your new subscribers when they join. This can be modified later.



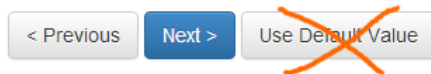
10. Remove **Use default value** button:

Moderate Messages

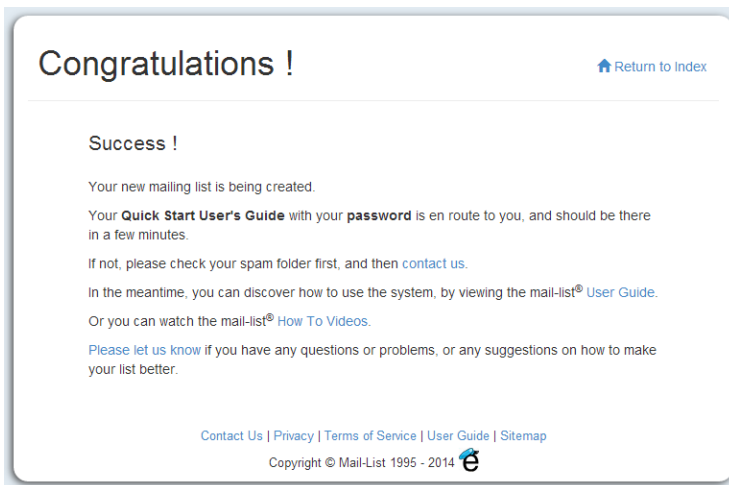
Want to approve each message before it goes to your list

- Allow All Messages to be Posted
- Approve Each Message Posted

You can always change this setting later on.



11. This page looks like a dead end:



Although there are many links, there is no explanation of what to do next. Recommendation: provide a relevant action button here, for example, **Create a list of subscribers** or something...

Noderly.com usability evaluation

Version 1 | 03.09.2014

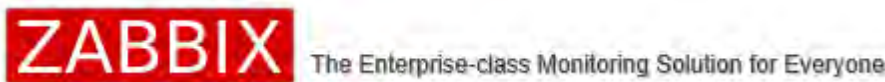
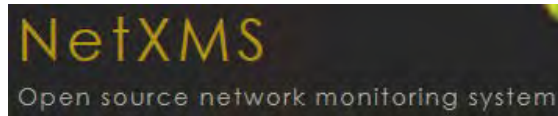
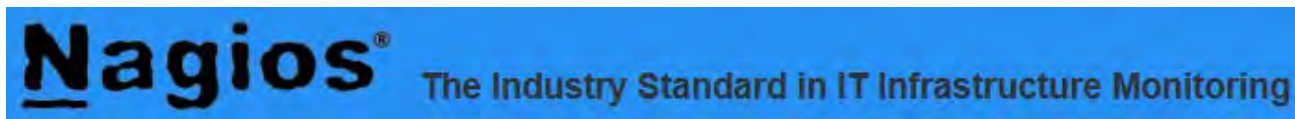
Website

1. Website is not visually attractive and looks like “undesigned”. Many your competitors have more pleasant look:



Visual attractiveness is important because it increases customer trust¹.

2. You need a normal logo and a slogan explaining your service. Examples:



3. Start the main menu with items related to your product/service, continue with **Pricing** and **Support**, and finish with **About** and **Contact**. This is a standard sequence of menu items. In your case the main menu may look like:

Product (or Features) API Pricing Support About Contacts

4. There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful². Remove the carousel completely or replace it with a static banner explaining the core functionality of your product: monitoring, charts, notifications³.

¹ See p. 5 in: [Schaffer E. \(2014\) The Eight Tell-Tale Indicators of Counterfeit UX Design, Fairfield: Human Factors International.](#)

² See e. g. [Kill conversion killing carousels now, Don't use automatic image sliders or carousels, ignore the fad, Rotating banners? Just say No!, Rotating offers – the scourge of home page design, That big sliding banner? Yeah, it's rubbish.](#)

³ “A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content”: page 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding, London: RedEye.](#)

5. Screen-wide liquid layout is unsuitable for big monitors because (a) this leads to low information density and (2) strings of text become too long⁴. The recommendation is to scale page content within some limits, eg 1024÷1280 or 1024÷1440.

6. Removing a scrollbar after some time of mouse inactivity is a bad idea because (a) permanently visible scrollbar encourages users to scroll further down the page and (b) disappearing and appearing scrollbar distracts user’s attention from page content.

7. Pricing table should appear on the page earlier, probably just after a section describing product functionality and advantages, and not at the very bottom of the page. It should also have more prominent vertical segmentation.

Examples:

Package Details	Free	Starter	Enhanced	Pro
Site Building Tools	✓	✓	✓	✓
Mobile Website	Mobile Site With Ads	Ad-Free Mobile Site	Ad-Free Mobile Site	Ad-Free Mobile Site Plus Premium Features
Ad-free	-	✓	✓	✓
24/7 Customer Support	-	✓	✓	✓
Premium Templates	-	✓	✓	✓
Free* Domain Name	-	-	✓	✓
Email* Addresses	-	-	5 Emails	15 Emails
Bandwidth	0.5 GB	5 GB	25 GB	100 GB
Web Storage	40 MB	400 MB	1000 MB	5000 MB
Video Storage	30 Min	150 Min (HQ)	1000 Min (HQ)	Unlimited (HQ)
Web Store Items	5 Items	10 Items	30 Items	Unlimited
Google® Adwords™ -	-	\$50 FREE Credit	\$50 FREE Credit	\$75 FREE Credit
Facebook® Ads -	-	\$50 FREE Credit	\$50 FREE Credit	\$50 FREE Credit
*See Terms for free domain, email addresses, stock, and ad credit.	Ad Supported Free Sign Up Now!	Ad-free \$3.75/month Sign Up Now!	Ad-free \$7.50/month Sign Up Now!	Ad-free \$16.67/month Sign Up Now!

	Payment Free	Payment Premium \$29.95/month \$299.95/year* (*That's just like getting a month's free)	Payment Platinum By Quote
Unlimited Products	✓	✓	✓
Social Sharing	✓	✓	✓
Storewide "Like"	✓	✓	✓
Featured Products	✓	✓	✓
Products Listed in Shopping Mall	✓	✓	✓
TRUSTe Certified	✓	✓	✓
Add Products with CSV & API	✓	✓	✓
Social & Sales Analytics	Sales Analytics Only	Full Analytics	Full Analytics
Promote Items to Fans	Manual	Automatic	Automatic
Stores/Administrators	1 / 1	5 / 3	Unlimited
Customer Support	Email	Email	Priority Email + Training

	MINI For Small Groups	PLUS Advanced Features	PRO Built for Scale
Price	\$2.95 Monthly or \$19.95/year* (save 44%)	\$19.95 Monthly or \$199.95/year* (save 16%)	\$49.95 Monthly or \$499.95/year* (save 17%)
Ning Sponsored Networks	Education	Health	
Members	Up to 150	Unlimited	Unlimited
Storage	1 GB	10 GB	20 GB + upgrade
Bandwidth	10 GB	100 GB	200 GB + upgrade

	UNLIMITED TOP-OF-THE-LINE \$99 PER MONTH	PLUS LARGER TEAMS \$59 PER MONTH	PRO MOST POPULAR \$29 PER MONTH	PERSONAL INDIVIDUALS \$9 PER MONTH
Projects	∞	20	10	3
Collaborators	∞	20	10	3
File storage	∞	20GB	10GB	3GB
Email notifications	YES	YES	YES	YES
IM notifications	YES	YES	YES	YES
SSL encryption	YES	YES	YES	—

Anyway, my principle recommendation is to define *who is your target customer*. A person who needs ten nodes and a person who needs thousands of them are completely different customers. And those groups require absolutely different user interfaces.

8. To make a customer choice easier, consider labeling a particular plan with **Most popular** or **Best value** badge. Also consider adding a decoy⁵, sometimes it works.

⁴ “For desktop, 50-75 characters per line at 16 pt font or higher is a good rule of thumb for body text”: [Choosing the Right Font: A Guide to Typography and UX.](#)

⁵ See [7 Design Strategies for a Successful Pricing Table, Pricing table.](#)

9. It seems not many customers would be able to understand what do you mean by “integrations” and “pollers”. You should give explanation of these terms in product description preceding the pricing table or in a legend to the pricing table. Then, I haven’t seen these terms on the competitors’ pricing tables. They tend to use more comprehensible terminology:

10

Checks frequency
Every 60 seconds

History limit
12 months

Notifications to multiple emails

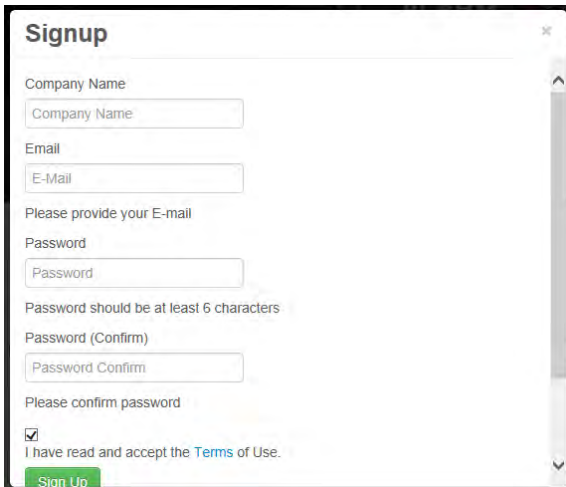
Yes

Push notifications

Yes

\$4.54 / mo

10. Avoid scrolling on the signup form:



The image shows a 'Signup' form window with a vertical scrollbar on the right side. The form contains the following fields and elements from top to bottom: 'Company Name' (input field), 'Email' (input field), 'Please provide your E-mail' (text), 'Password' (input field), 'Password should be at least 6 characters' (text), 'Password (Confirm)' (input field), 'Please confirm password' (text), a checked checkbox, and 'I have read and accept the [Terms of Use](#)'. A green 'Sign Up' button is at the bottom left.

11. On the signup form, do not ask users for unnecessary information (**Company**), only ask for additional information after they have created an account. Allow them to use the password they want to use⁶. Do not put labels and hints inside input fields⁷. Avoid unnecessary hints below input fields. Everybody knows what are email and password.

12. An activation e-mail adds unnecessary friction to the sign-up⁸:

Thanks for signing up.
Please [confirm to activate the service!](#)

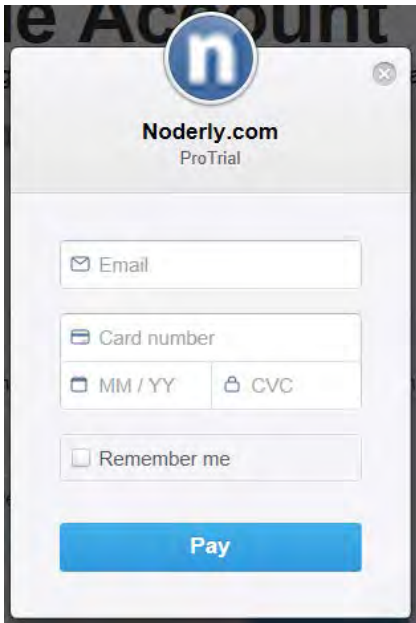
⁶ See [19 Ways to Simplify 'Sign Up'](#).

⁷ See [Don't Put Labels Inside Text Boxes, Don't Put Hints Inside Text Boxes in Web Forms](#).

⁸ See [5 UX Tips for Designing More Usable Registration Forms](#).

After registration, simply send a user an email with login, password and your webpage URL. They will keep this message forever.

13. Using a popup dialog for payment is not a good idea. It looks unserious:



When entering their credit card details, people expect a full-fledged payment page they can trust⁹.

Webapp

Quick Start

A screenshot of a 'Quick Start' page. The page has a light gray background and contains several sections: 'Quick Start' with a welcome message, 'Add Nodes' with instructions to create a group, 'Next, Share Noderly with others' with links for sharing, SMS notifications, SYSLOGs, and a public status page, 'Monitor' with links for API monitoring and LAN monitoring, and 'Views' with links for overview, all nodes, and failed nodes.

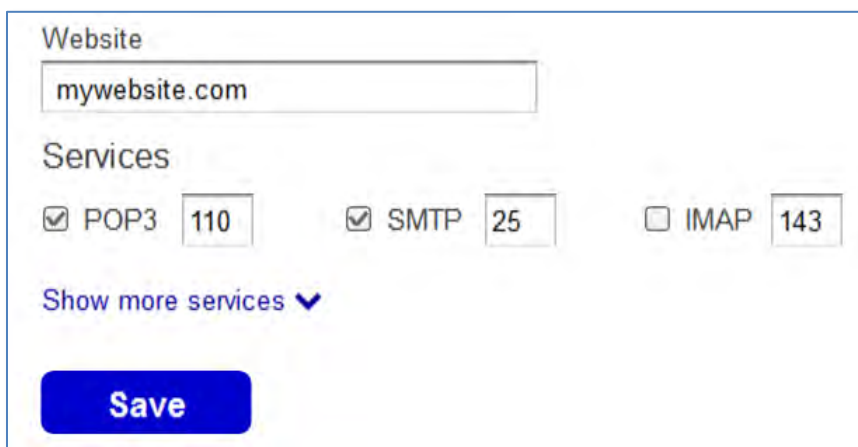
⁹ See Section 4 in [Fundamental Guidelines Of E-Commerce Checkout Design](#) and Section 7 in [9 Ways to Make the Payment Process Easy for Online Customers](#).

1. The page shows a lot of links without clear instructions which link to follow. There must be at least one *action button* on this page: obviously, **Create a group**.

2. The proposed task flow (create domain → create group → add node) may be a barrier for many users. The current task flow does not take into account the typical user's situation. A user has a number of websites and he wants to monitor them. They expect that system will ask for websites to monitor. Instead, you require them to create a domain (why?) and a group (why?) before entering websites. Not many users can "think as a programmer" (a completely unhuman way of thinking) and would be able to understand such an obscure concept.

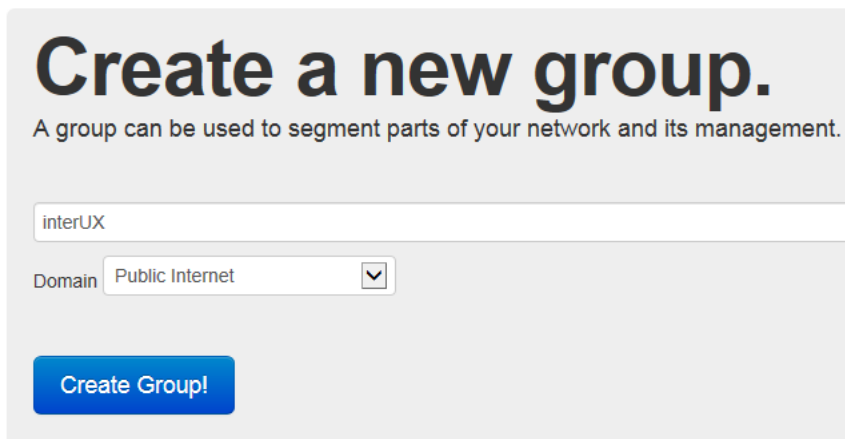
My recommendation is to *invert* the task flow: first, allow a user to enter his websites, then, allow them to organize the websites into groups if they want.

3. For me as an "advanced novice", a natural way of operating with your system would be entering the website name and then adding services I want to monitor in addition to monitoring the website (a user like me can understand that website itself and different services may be hosted on different machines):



The screenshot shows a form for configuring a website. It has a text input field for the website name containing "mywebsite.com". Below it, under the heading "Services", there are three options: "POP3" with a checked checkbox and a port input field containing "110", "SMTP" with a checked checkbox and a port input field containing "25", and "IMAP" with an unchecked checkbox and a port input field containing "143". There is a link "Show more services" with a downward arrow. At the bottom left is a blue "Save" button.

Create a new group



The screenshot shows a form titled "Create a new group." with the subtitle "A group can be used to segment parts of your network and its management." Below the title is a text input field containing "interUX". Underneath is a "Domain" label followed by a dropdown menu showing "Public Internet" and a downward arrow. At the bottom left is a blue "Create Group!" button.

1. It is not clear what is "domain" in this context. For a user, domain is `mywebsite.com`. In your system, domain is an arbitrary identifier.

2. There also no instructions or examples of how to create a group name.

New group page



1. There are two problems with this page:

- (1) **Group Failure** may be interpreted as a failure in creating a group.
- (2) It is difficult to notice **Add Node** option. There must be clearly visible **Add Node** button on the **Nodes** tab. Or open this page with **Add Node** tab selected.

Add Node

The screenshot shows the 'Add Node' form. At the top, there are navigation tabs: 'Nodes', 'Performance', 'Summary', 'Add Node', and 'Edit'. The 'Add Node' tab is selected. Below the tabs is a section titled 'New Node'. There is a text input field containing 'Node:Port'. Below the input field is a section titled 'Edit this Node. There are three Polling options:'. There are three bullet points:

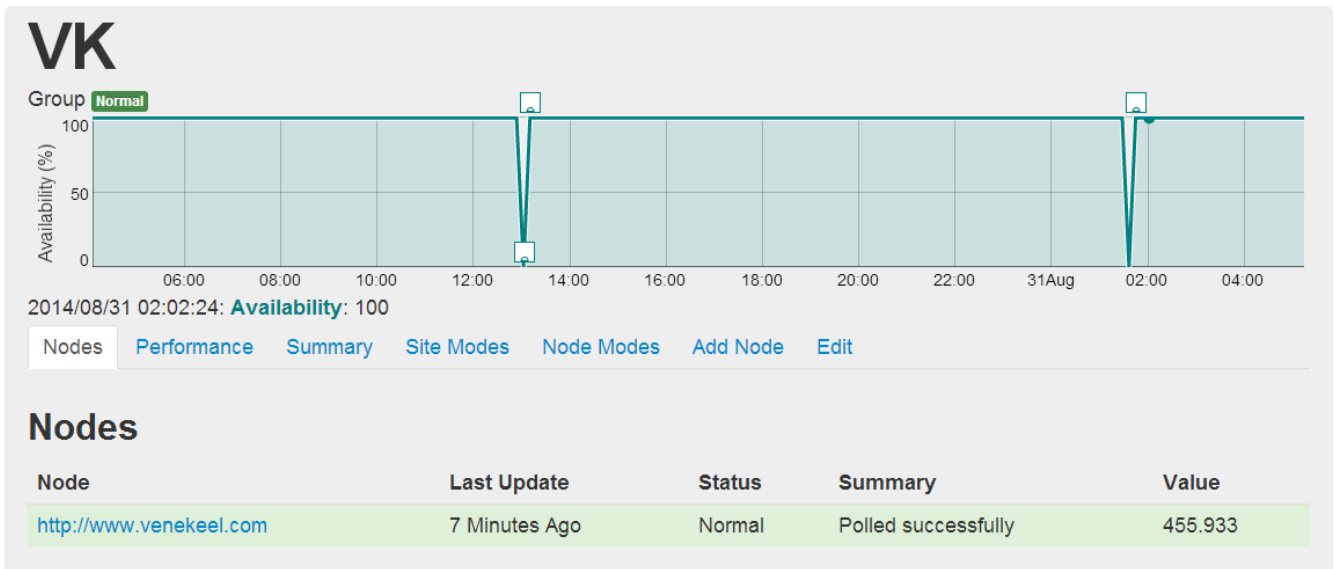
- Host or IP Monitoring (PING), just enter the host or IP. eg. www.noderly.com
- TCP Sockets append the hostname with the Port or Service. eg. www.noderly.com:www or www.noderly.com:80 [View Services](#)
- Web Page Monitoring use, <http://www.noderly.com> OR <https://www.noderly.com>

Below the bullet points is a checkbox labeled 'Active' which is checked. At the bottom of the form is a blue button labeled 'Create Node!'.

1. The difference between first and third variants is not clear because not all users can understand the difference between www.noderly.com and <http://www.noderly.com>. Will the first option monitor the whole website (and all its services?) while third option will monitor the homepage only?
2. Checkbox **Active** looks unnecessary here. Who would uncheck it and why?

Group page

Home / VeneKeel / VK

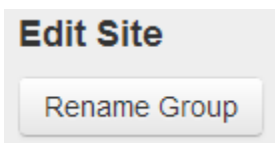


1. It is not clear what intermediate values of availability can exist between 0 and 100 percent.
2. Allow to select a time window for a chart.
3. Show *summative* availability for a selected time window, not for a concrete moment:

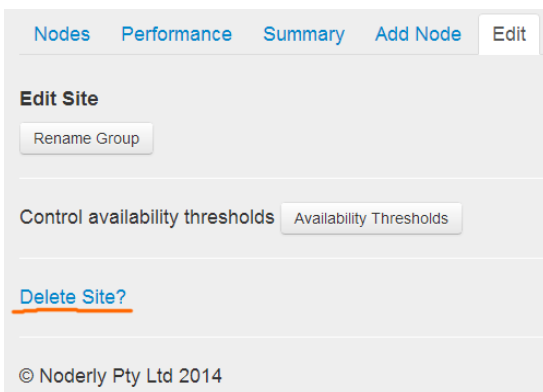
2014/08/31 09:21:23: **Availability: 100**

Edit/Delete group

1. Use consistent terminology:



2. It is difficult to notice **Delete** command because a user expects a button, not a link:



General rule: use links to open new pages, use buttons for commands.

Site modes

Nodes	Performance	Summary	Site Modes	Node Modes	Add Node	Edit
-----------------------	-----------------------------	-------------------------	----------------------------	----------------------------	--------------------------	----------------------

Site Mode Changes

Id	Status	Outage	Current Summary	First Summary	Duration (Minutes)	FirstOccurrence	Resolution Time
xixyb-fysun-fisex	Available	3 Days Ago	GROUP NORMAL: VK back to normal	GROUP FAILED: VK in newly FAILED state	8	2014-08-30 21:32:02Z	2014-08-30 21:40:23Z
xexeg-fosun-fisex	Available	4 Days Ago	GROUP NORMAL: VK back to normal	GROUP FAILED: VK in newly FAILED state	7	2014-08-30 08:57:56Z	2014-08-30 09:05:55Z

1. It is not clear to what type of objects/events ids like `xixyb-fysun-fisex` correspond (outage id?).

Also consider removing this page:

[Home](#) / [VeneKeel](#) / [VK](#) / [xixyb-fysun-fisex](#)

VK - xixyb-fysun-fisex

Outage mode: Normal

Actions closed

Id	Tally	Occurrence	Time	Summary	Body
511378	2	3 Days Ago	2014-08-31 01:40:23	GROUP NORMAL: VK back to normal	Group VK 100% NORMAL: http://www.venekeel.com Ok Polled successfully Up: 0m
511364	1	3 Days Ago	2014-08-31 01:32:02	GROUP FAILED: VK in newly FAILED state	Group VK 100% FAILED: http://www.venekeel.com Error No response Down: 14m

In fact, it adds nothing to an outage record on the previous page. (Then, here it shows different duration, 14m, instead of 8m in the table.)

2. To make the table more useful and comprehensible, start with **Outage** column, then show **Duration (Minutes)**, **First Occurrence**, **Resolution Time**. Consider avoiding columns **Id**, **Status**, **Current Summary** and **First Summary**.

Node modes

Nodes	Performance	Summary	Site Modes	Node Modes	Add Node	Edit
-----------------------	-----------------------------	-------------------------	----------------------------	----------------------------	--------------------------	----------------------

Node Mode Changes for the past week

Node	Status	Outage	Current Summary	First Summary	Duration (Minutes)	FirstOccurrence	Resolution Time	Polls
http://www.venekeel.com	Available	3 Days Ago	Polled successfully	No response	8	2014-08-30 21:32:02Z	2014-08-30 21:40:22Z	1
http://www.venekeel.com	Available	4 Days Ago	Polled successfully	No response	7	2014-08-30 08:57:55Z	2014-08-30 09:05:54Z	1

1. A similar recommendation about the column sequence: **Node, Outage, Duration (Minutes), Polls, First Occurrence, Resolution Time**. Consider avoiding columns **Status, Current Summary** and **First Summary**.

2. Also consider a possibility of combining **Site modes** and **Node modes** tabs into a single tab **Outages (?)**.

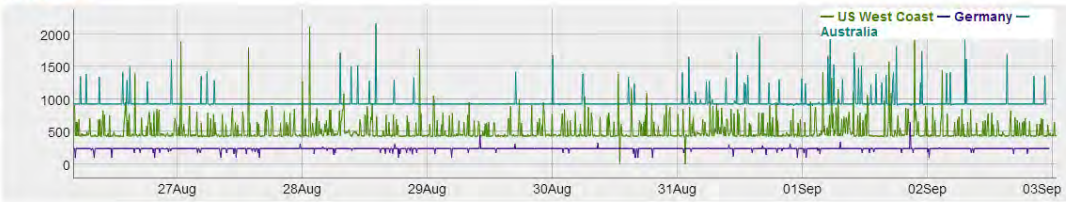
Node page

Home VeneKeel VK http://www.venekeel.com

http://www.venekeel.com

Status Polled successfully US West Coast is 434.399

:: Web Link



Summary Outages Edit

Last Poll	2 Minutes Ago
Last Successful Poll	2 Minutes Ago
Group	VK
Current Status	Normal
Message	Polled successfully
Value	434.399
Uptime	2 days
Average Result	552.299
Fastest Result	102.975
Max Result	5681.23
Mean Time to Resolution (Minutes)	46.83 minutes
Last Result Message	Venekeelcom37258049385galinavenenekeelcomVenekeelepeMaolenfil oloogiaprofessorGalinaPanovaMinujuressaateppidavenekeelt:i

1. Start polling immediately after adding a new node. Show a user that your system *is working*:

Home | net | Interruptions | www.interruptions.net

www.interruptions.net

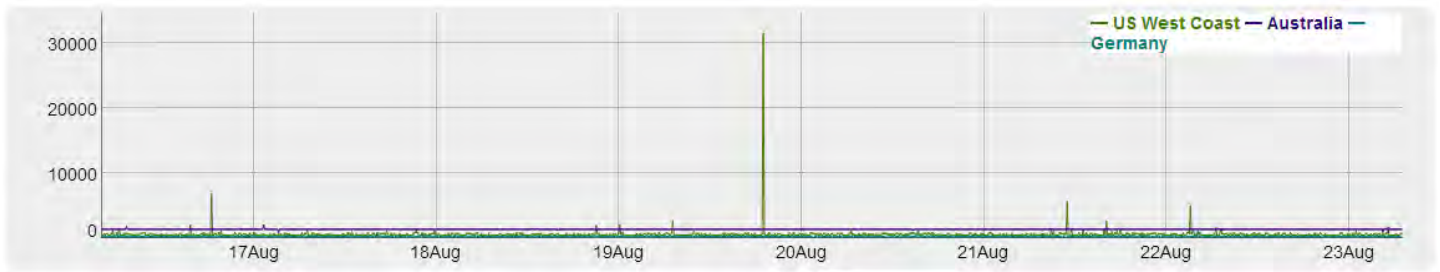
Status is



Summary Edit

Last Poll	n/a
Last Successful Poll	n/a
Group	Interruptions
Current Status	Failure

2. A single outlier can flatten the whole chart:



There must be some remedy for such situations¹⁰.

Email notifications

service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xyxag-fotom-fisex)
service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xyxag-fotom-fisex)
service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xuxoc-fotom-fisex)
service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xuxoc-fotom-fisex)
service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xuxib-fotom-fisex)
service@noderly.com	RE: interUX LJ BrK GROUP MODE CHANGED (id: xuxib-fotom-fisex)

When I received your notification first time my spontaneous reaction was to delete it as a spam 😊

1. Replace **service@noderly.com** with **Noderly Monitor** or something.
2. Make subject line more informative: a user shouldn't open a message to understand the situation:
 - remove **RE:** (it is spammers who often start their subject lines with this prefix);
 - start with actual status: **No response** or **OK**;
 - show the period of unavailability;
 - and finish with *node*;
 - remove all other info like company, domain, group and id.

The result would be something like this:

Noderly Monitor **No response | 29 min | www.mywebsite.com**

3. In the body of OK message show the period of unavailability:

Polled successfully after 37 min of inactivity

¹⁰ A scale break may be a solution in your case: [Graphing Highly Skewed Data](#).

SMS notifications

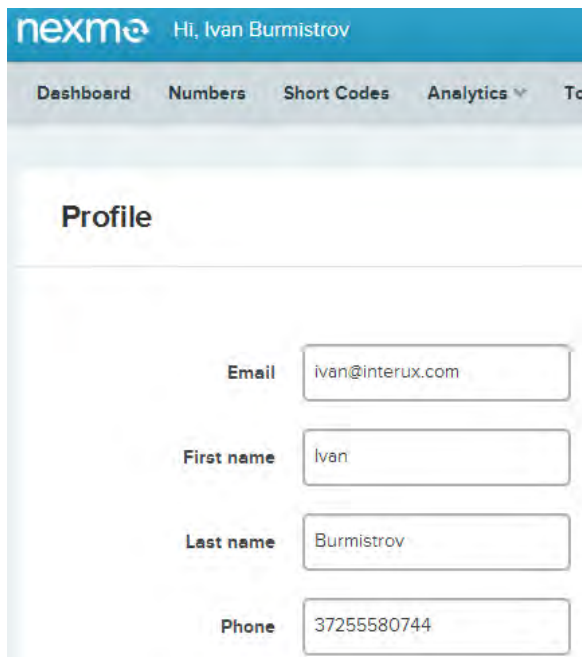
SMS Notifications

Setup a [Nexmo](#) SMS account to send SMS from Noderly.com

You will be billed accordingly by Nexmo when there is an outage and a resolution from one of your Nodes. You use this module and must be responsible for these costs.

Username	<input type="text" value="ivan@interux.com"/>
Nexmo Username or Key	
Password	<input type="password"/>
Nexmo Password	
<input type="button" value="Update!"/>	

1. Although I successfully set up an account on Nexmo it seems SMS notifications do not work:



The screenshot shows the Nexmo dashboard for user Ivan Burmistrov. The profile section includes the following fields:

Email	<input type="text" value="ivan@interux.com"/>
First name	<input type="text" value="Ivan"/>
Last name	<input type="text" value="Burmistrov"/>
Phone	<input type="text" value="37255580744"/>

2. On the **SMS notifications** page, pressing **Update** button “does nothing”. Show feedback on any user action, eg “Your settings were saved” message.

3. Allow users to set time intervals when the system *should not* send SMS messages. It is well-known that sysadmins love to perform their “optimization works” at nights and because of this websites can be unavailable. Many users will not be happy to receive an SMS in the middle of the night.

Then, in case of serious maintenance works, ISPs warn their customers in advance that the services will not work, say from Saturday 22:00 to Monday 06:00. To avoid bombarding your clients with SMS messages during planned periods of maintenance, allow users to enter the start and end times when your system shouldn't send any messages (both SMS and emails).

Status page

[Main](#) [Users](#) [Domains](#) [Syslog](#) [Webhook](#) [SMS](#) [Status Page](#)

Status Page

Use Noderly monitoring to create a public status page.

The status page shows only group availability in real-time and recently.

Noderly runs their own [Status Page](#).

Active

Enter "mystatuspage" for "mystatuspage.noderly.com". Usual hostname rules apply, no spaces or special characters.

Update

1. Preselect checkbox **Active**. Also consider removing it.
2. Show users this form and they will understand what to do more quickly:

http:// .noderly.com

Quick user experience and conversion audit of Green Card 2016 website

Version 1 | 11.10.2014

General remarks

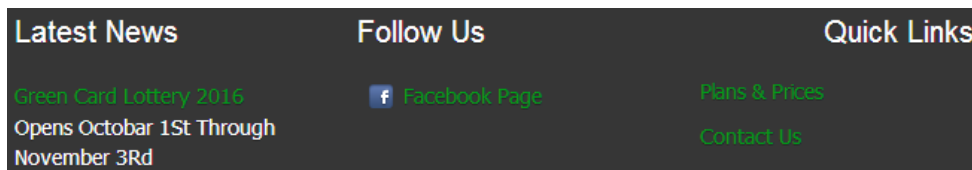
GE010 Website is not visually attractive and looks like “underdesigned”. Visual attractiveness is an important factor because it increases customer trust.

GE020 Consider replacing the current slogan (“Your Way To Obtaining Your Green Card”) with a more clear explanation of your service, e. g. something like “Experts in Green Card application submission”. Increase the font size of the slogan. Visitors should understand instantly that they landed to the website they need.

GE030 Show your contact email on the masthead and make it clickable.

GE040 Generally, do not tell visitors a “story” and do not explain them why they may need the Green Card. Your target audience are only those who definitely need it, they need professional assistance in application submission, and they currently compare different service providers.

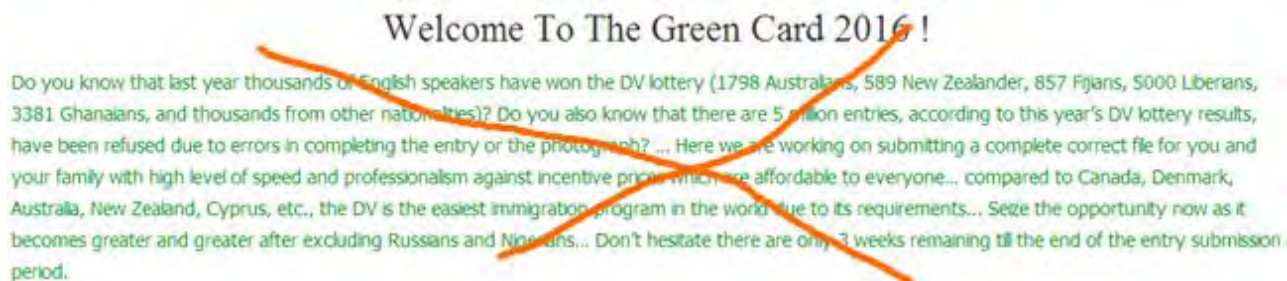
GE050 Green text on dark grey background is illegible:



Homepage

HP010 Give visitors some sense of urgency by softly reminding them about the deadline, 03/11/2014. (I do not recommend using countdown ticker here: visitors are clever enough to calculate the time left.)

HP020 Replace this long paragraph...



...with a (bulleted) list of short sentences explaining your service and also mention the advantages of using your service: use <https://www.usa-greencards.org> as a source for inspiration (I do not think this website is a perfect model to emulate but they are on the right track). Consider using a large static banner (hero) here.

HP030 Remove meaningless rotating banners:



HP040 Since cheap prices are your main competitive advantage, *show the pricing table just on the homepage.*

HP060 Do not highlight any non-clickable objects on mouse hover:



HP080 If these chevrons are only decorative then simply remove them:



Why Us

Why Should You Choose Us ?

We have long experience in the submitting and dealing professionally with files. Did you know that according to the latest statistics, there are hundreds of thousands of applications are rejected each year because of trivial mistakes? For example: a mistake in a letter of the name - a mistake in the date of birth - an old or non-conforming photo and many others and the person thinks that he has submitted to immigrate and then he's surprised when he finds these mistakes due to lack of the required knowledge or language impairment, and dozens of other reasons that make the applicant person regrets a lot for not hiring specialists. And, yes for sure, you can submit by yourself. Results appear in succession from May to September of the year following the date of submission... . Keep the winning notify with you and preferably having more than one copy and putting them in more than one place because it is a very important document.

WU010 This text does not convince a visitor to use your service. Give much more persuasive arguments. Also provide some *guarantees* to the customers.

FAQ

FA010 Provide a list of answered questions above the answers.

FA020 = HP060.

Plans & Prices

Plans & Prices

Plan Features

Bronze Plan

Before **\$50**
Now For Limited Time **\$9.99**

1. Writing the file and formatting the photo according to the required specifications for an individual person and sending an e-mail with a clear copy of the participation notice in the Lutheran 2016 issued by the U.S. Department of State.

[Order Now](#)

Silver Plan

Before **\$75**
Now For Limited Time **\$14.99**

Writing two detached files and formatting the photo according to the required specifications for a family consists of two persons and sending an e-mail (for everyone solo) with a clear copy of the participation notice in the Lutheran 2016 issued by the U.S. Department of State.

[Order Now](#)

Gold Plan

Before **\$100**
Now For Limited Time **\$19.99**

Writing two detached files and formatting the photo according to the required specifications for a family consists of two persons in addition to any number of children (under 18 years) and sending an e-mail for the husband and an e-mail for the wife, each of them contains a clear copy of the participation notice in the Lutheran 2016 issued by the U.S. Department of State.

[Order Now](#)

PR010 Use aligned form of pricing table with services listed as rows and values (Yes/No, quantities) shown in the table cells. This will allow customers to compare and select plans more efficiently. Examples:

Package Details	Free	Starter	Enhanced	Pro
Site Building Tools	✓	✓	✓	✓
Mobile Website	Mobile Site Web Ads	Ad-Free Mobile Site	Ad-Free Mobile Site	Ad-Free Mobile Site Plus Premium Features
Ad-Free	-	✓	✓	✓
24/7 Customer Support	-	✓	✓	✓
Premium Templates	-	✓	✓	✓
Free* Domain Name	-	-	✓	✓
Email Addresses	-	-	5 Emails	15 Emails
Bandwidth	0.5 GB	5 GB	25 GB	100 GB
Web Storage	40 MB	400 MB	1000 MB	5000 MB
Video Storage	30 Min	150 Min (HQ)	1000 Min (HQ)	Unlimited (HQ)
Web Store Items	5 Items	10 Items	30 Items	Unlimited
Google Adwords™	-	\$50 FREE Credit	\$50 FREE Credit	\$75 FREE Credit
Facebook® Ads	-	\$50 FREE Credit	\$50 FREE Credit	\$50 FREE Credit
	All Support Free	All Support \$3.75/month	All Support \$7.50/month	All Support \$16.67/month
	Sign Up Now!	Sign Up Now!	Sign Up Now!	Sign Up Now!

	Payment	Payment Premium	Payment Platinum
	Free	\$99.95/month \$999.95/year* <small>(*That's just like getting a vacation free)</small>	By Quote
Unlimited Products	✓	✓	✓
Event Sharing	✓	✓	✓
Storewide "Like"	✓	✓	✓
Personal Products	✓	✓	✓
Products Listed on Shopping Mail	✓	✓	✓
2500+ Certified	✓	✓	✓
Add Products with CSV & API	✓	✓	✓
Real-time Sales Analytics	Basic Analytics Only	Full Analytics	Full Analytics
Personal Items to Post	Manual	Automatic	Automatic
Store Administration	4 / 1	2 / 3	Unlimited
Customer Support	Email	Email	Priority Email + Training
	Sign Up	Sign Up	Sign Up

	MINI For Small Groups The simplest and fastest way to set up a social network for your classroom, community group, small non-profit or family	PLUS Advanced Features The tools and features you need to customize your Ning network with greater design flexibility and control over your members' experience	PRO Built for Scale The ideal solution for building a custom social experience with premium add-ons, integration options, and more bandwidth and storage
	SIGN UP	SIGN UP	SIGN UP
Price	\$2.95 Monthly or \$19.95/year* (save 44%)	\$19.95 Monthly or \$199.95/year* (save 16%)	\$49.95 Monthly or \$499.95/year* (save 17%)
Ning Sponsored Networks	Education	Health	
Members	Up to 150	Unlimited	Unlimited
Storage	1 GB	10 GB	20 GB + upgrade
Bandwidth	10 GB	100 GB	200 GB + upgrade

	UNLIMITED TOP-OF-THE-LINE \$99 PER MONTH	PLUS LARGER TEAMS \$59 PER MONTH	PRO MOST POPULAR \$29 PER MONTH	PERSONAL INDIVIDUALS \$9 PER MONTH
Projects	∞	20	10	3
Collaborators	∞	20	10	3
File storage	∞	20GB	10GB	3GB
Email notifications	YES	YES	YES	YES
ID notifications	YES	YES	YES	YES
SSL encryption	YES	YES	YES	—
	Sign up	Sign up	Sign up	Sign up

PR020 Avoid flashing, this is unserious.

PR030 Do not show strikethrough “standard” prices or explain *why* do you introduce bargain prices several weeks before the application submission deadline. Then, the difference between “standard” and “discounted” prices is currently too large. Customers may smell a rat...

PR035 Consider adding a *decoy plan*¹ (“Platinum”), this may work in your case.

PR040 Consider offering a money-back guarantee, e. g. if the application will be rejected because of formal criteria or if your customers are not satisfied with your product.

Contact Us

GET IN TOUCH WITH OUR TEAM

if you need any assistance don't hesitate to contact us !

BY CONTACT FORM

Name	Email
Your Message	

[Send Message](#)

BY EMAIL

Email Address : support@test.com

CN010 Users hate contact forms so make the email the main contact option and make it clearly visible and clickable.

¹ See [7 Design Strategies for a Successful Pricing Table, Pricing table.](#)

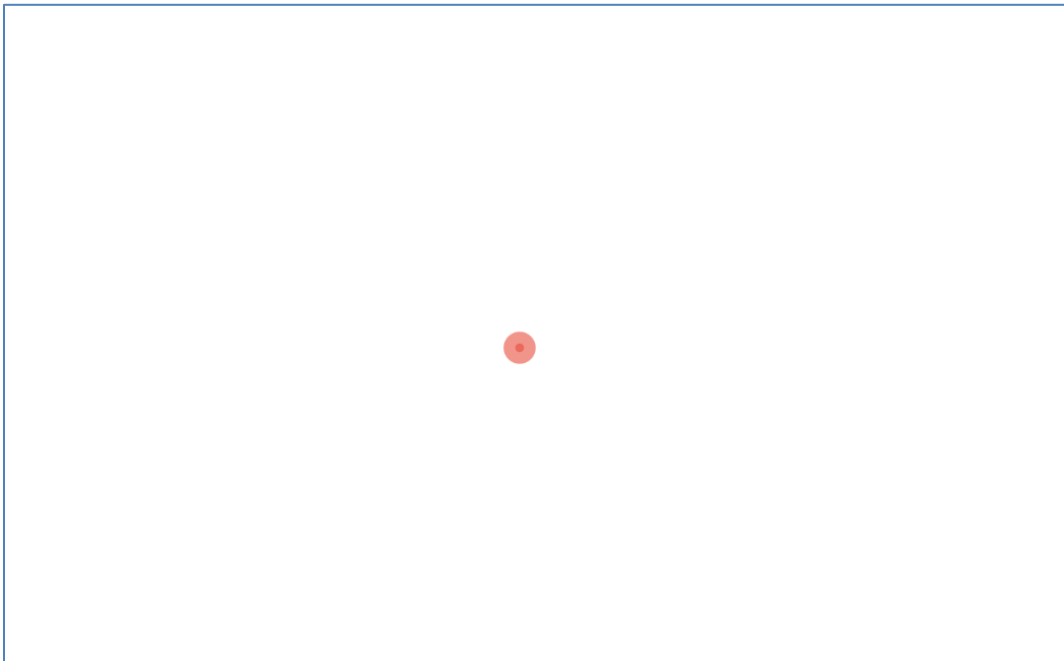
Evend.co usability review

Version 1 | 04.11.2014

General remarks

GE010 Domain name evend.co is difficult to remember and it will be often mixed up with evend.com (BTW evend.com domain name is probably for sale).

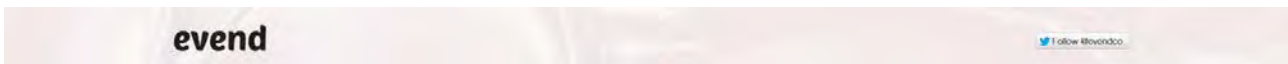
GE015 Page load time is rather high.



Perhaps this is because of downloading meaningless photo backgrounds.

GE020 Design of the website follows a number of recent trends in webdesign which are very problematic from the usability point of view.

GE030 An example is a sticky header.



The main problem with sticky navigation is that too many users hate it viscerally¹. I do not hate sticky navigation but I agree that a good reason for using sticky navigation is when “the header provides information that is critically important anywhere on the page”². Since in your case the sticky header is a complete waste of screen space (in particular, who will

¹ See comments to the article [Sticky Menus Are Quicker To Navigate](#): “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs” etc etc.

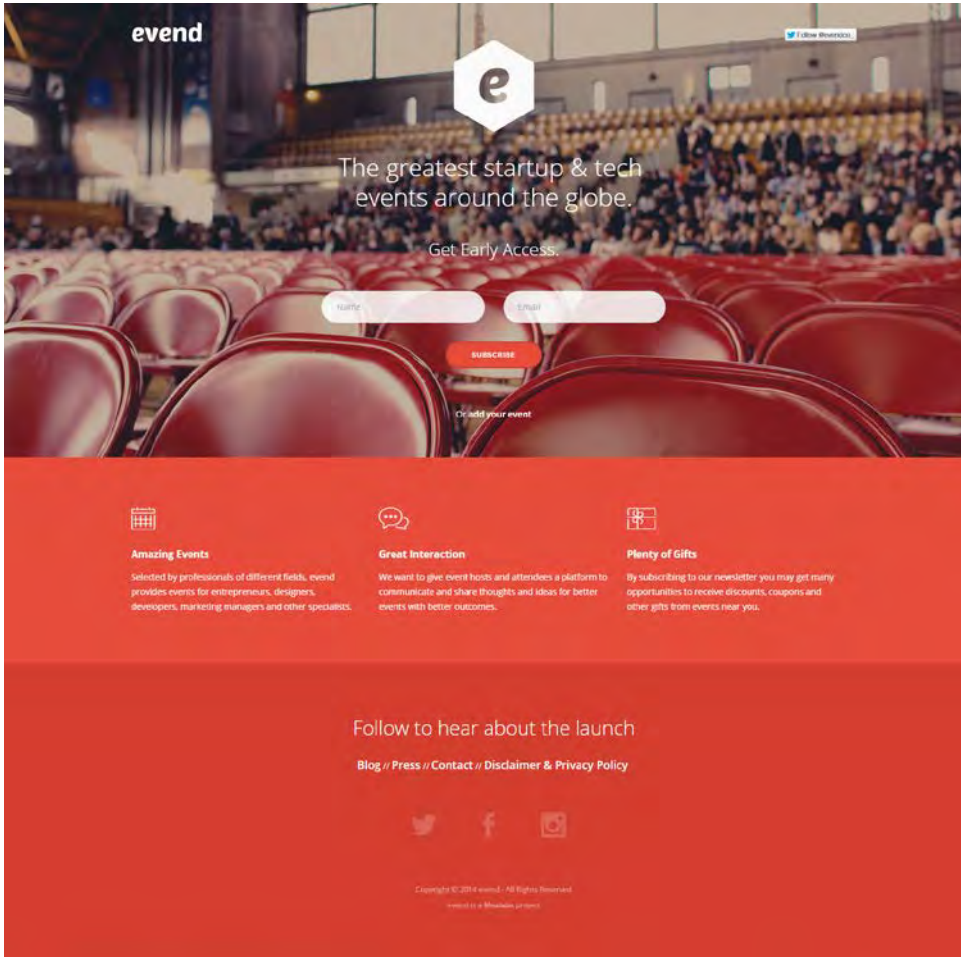
² See [The Trouble with Sticky Headers](#).

follow you on Twitter if the *subscription* will bring a subscriber expectedly the same info?) it is recommended to avoid sticky masthead.

GE040 Another terrible example of modern design is this subscription form:



Homepage



HP010 One more example of subservience to webdesign fashion is screen-wide blurred photo backgrounds. The main problem with these backgrounds is that text over them is often barely readable.



HP020 The benefits of subscription are not clear. There must be a more concrete explanation (or examples) of the type of events a subscriber will be informed about.

HP030 The purpose of this hexagon is not clear:



Users may think it is clickable (flat designers often use hexagonal buttons) but actually it isn't.

HP040 Entry fields with rounded corners make users think where to click to start typing:

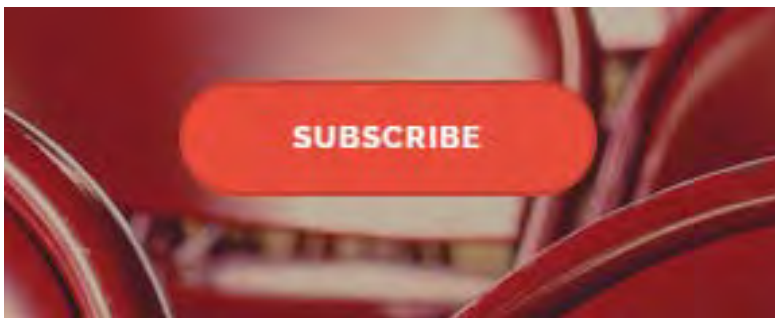


Then, the shape of entry fields should be different from that of buttons (it is recommended to use buttons with rounded corners because this is their primary affordance).

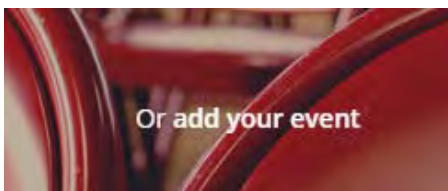
HP050 It is not recommended to place field labels inside text boxes³.

HP055 It is not clear why do you ask for subscriber's name. Usually subscription forms ask for email only.

HP060 The main CTA button has a low contrast to background:



HP070 This secondary CTA doesn't look like a clickable object:



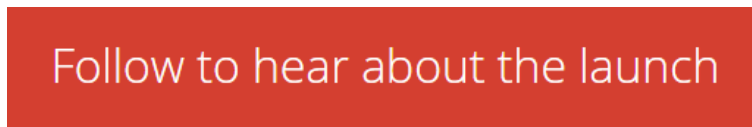
³ See [Mobile Form Usability: Never Use Inline Labels, Don't Put Labels Inside Text Boxes \(Unless You're Luke W\)](#).

HP080 I do not want to say that reverse print is always difficult to read, but white text on light red background may have insufficient contrast to read comfortably:

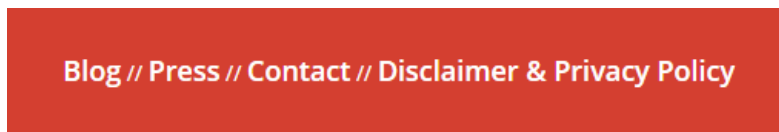
Amazing Events	Great Interaction	Plenty of Gifts
Selected by professionals of different fields, event provides events for entrepreneurs, designers, developers, marketing managers and other specialists.	We want to give event hosts and attendees a platform to communicate and share thoughts and ideas for better events with better outcomes.	By subscribing to our newsletter you may get many opportunities to receive discounts, coupons and other gifts from events near you.

Although I am unaware of a research on this concrete color combination, it has been shown that white on normal red (RGB=255:0:0) was ranked rather low⁴.

HP090 Looks like a CTA but there is nothing nearby to click on in order to start following:



HP100 The main navigation appears too low on the page and doesn't look like a normal menu:



Consider placing the main menu on the masthead (without **Disclaimer & Privacy Policy**, of course).

Blog

BL010 Text is barely readable because of its small size and low contrast:

You have this one great idea. You are so fascinated by it and you are about to present it to the rest of the team. You have prepared a solid presentation and you are ready to bring those great arguments to deliver your concept. But out of all of that came nothing. Well, actually that is only how you felt in that situation. You were mad about the other team members. Why? They weren't as amazed about your idea as you are. They said some things which were pretty criticizing, even though they were true.

You probably know how this feels and have been in such a position before. It's hard, but there is a way out, a way to a greater concept and an even greater finished product by treating feedback or criticism different.

BL020 = HP010.

Press

PR010 The distance between CTA and action button is too large:



⁴ See [Color Test Results](#).

Contact

evend

Follow @evendco

We'd love to hear from you.

Your Name

Your Email

Your Message

SEND

Get Notified. Enter your email here here

SUBSCRIBE

Follow to hear about the launch

Blog // Press // Contact // Disclaimer & Privacy Policy

Evend | Maximilian Hennebach & Cedric Zander | Dorotheenstr. 20 | 01219 Dresden | hello@evend.co | 0 152 06 01 84 78

Twitter Facebook Instagram

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evend is a Mastable project.
Credits

CO010 Users don't like filling in web contact forms because all users have an access to normal email. Make email the main contact channel on your website. In particular, make your email address clickable and don't hide it among other contact channels:

Evend | Maximilian Hennebach & Cedric Zander | Dorotheenstr. 20 | 01219 Dresden | hello@evend.co | 0 152 06 01 84 78

CO030 A single-string **Your message** field is a nonsense:

Your Message

YGHH website usability evaluation

Version 1 | 16.11.2014

Masthead and homepage

The screenshot shows the homepage of the YougottaHaveHealth (YGHH) website. The header features the logo "YougottaHaveHealth BETA" with the tagline "helping people help themselves™" and a navigation menu with links for Home, Support Groups, Dr.'s Corner, Stories, News, Log In, and Register. Below the header is a large banner image of a smiling man and woman. The main content area is divided into four columns: Registration, Support, Stories, and News. Each column has a brief description and a "Click Here" button. Below these columns is a "News" section titled "STAY INFORMED" with three featured articles: "Alzheimer's Risk Cut in Half by Exercising One Hour a Week" (JUL 23), "Nail Salon Lamps May Increase Skin Cancer Risk" (JUL 22), and "Antibiotic Crisis: Drug-Resistant Superbugs Could Soon Kill" (JUL 21). Below the news section is a "Stories" section titled "A SHARED EXPERIENCE" with four featured stories: "Anxiety: Learning About My Condition", "Psoriasis & Psoriatic Arthritis: How To Control", "Psoriatic Arthritis: What Triggered My Condition", and "Living With Psoriatic Arthritis: Where is the WD40?". The footer contains sections for "About YGHH", "Newsletter" (with an email input field), "Disclaimer", and "Get In Touch" (with contact information and a world map). The footer also includes the copyright notice "© 2014 1762868 Ontario Inc. All rights reserved." and social media icons for Facebook and Twitter.

MH010 Support groups are expected to provide a patient with at least four types of social support¹:

- emotional (sympathy, concern, care and empathy);
- informational (provision of advice, knowledge and suggestions useful to the individual);
- appraisal (feedback and analysis that allow an individual to evaluate his situation; help in decision making);
- instrumental (practical activities to provide help, aid, resources and services).

¹ Pp. 36-37 in: Valente T. W. (2010) *Social Networks and Health: Models, Methods, and Applications*, Oxford: Oxford University Press; Berkman L. F. (2004) Social integration, social networks, and health, pp. 754-758 in: Anderson N. B. (Ed.) (2004) *Encyclopedia of Health and Behavior*, Thousand Oaks: Sage Publications.

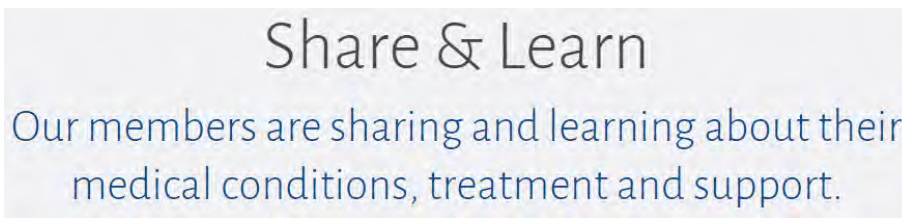
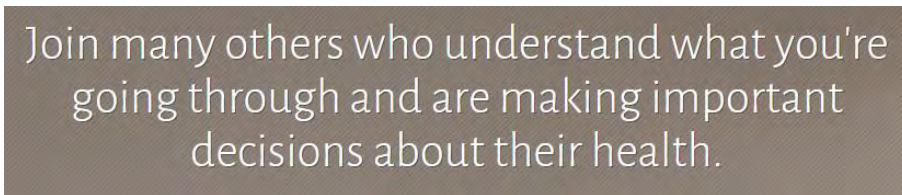
A visitor of the website should be assured that he arrived to a right place where his needs will be met and where he will get the social support he needs. The goal of the homepage and the masthead is to clearly explain the nature of the website and services available by appropriate copy text.

Recommendations include:

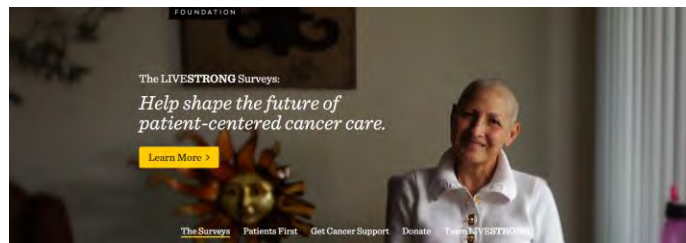
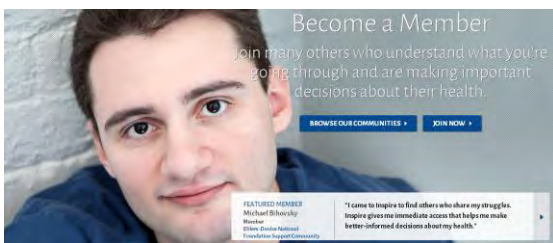
- replacing a very unspecific slogan (“helping people help themselves”) with a functional slogan explaining the goal of the website in more concrete words (online peer-to-peer support groups for patients); examples:



- replacing meaningless stock photo occupying the most valuable screen space with a couple of sentences containing the most relevant keywords: they will serve as hooks motivating a visitor to continue researching the website:



MH015 Also take into account that “working with stock photography plays against the very concept of building trust”². “When I see them, I immediately suspect the story they’re telling is not the same as the story in the copy”³. Let bankers, insurers, lawyers and dentists show stock photos with happy faces. Some mutual support groups show *real patients* on their websites:

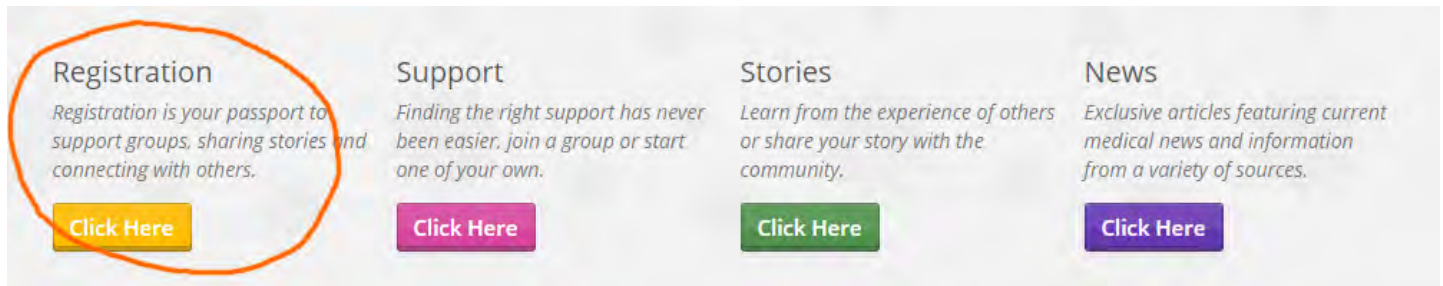


² [How To Build Instant Trust On Your Website](#). See also [Do Stock Images Affect Trust?](#)

³ [The Shocking Truth About How Web Graphics Affect Conversions](#).

I do not insist that this is the model to follow, however. You can successfully proceed without any photos.

MH020 “Registration” is the first word a visitor reads on the website and this is an unbelievable mistake:



People hate to register and this single word will definitely be a cause of high bounce rate⁴.

Contemporary approach to registration is based on gradual engagement principle⁵ or lazy registration UI pattern⁶ which is to let the user interact and use your website while postponing formal registration to a later time when entering some personal information will be absolutely necessary and inevitable.

MH030 “Click here” CTA buttons are considered too demanding and not a very creative call to action⁷.

MH040 Statistics on online health information-seeking behaviors shows that top three searched topics by internet users are⁸:

- a specific disease or medical problem;
- a certain medical treatment or procedure;
- exercise or fitness.

Since your website contains information highly relevant to such kind of searches, recommendations with regard to this matter could be:

- make search the central point of access to information on the website (existing expanding search bar is inappropriate: search string should be permanently visible⁹);
- place support group catalog *just on the homepage*; examples of websites that do this are [DailyStrength](#), [Wellescent](#), [Patient.co.in](#) (their visual design may be poor but they are on the right way).

MH050 On the homepage there must be also some indication of support group activity: a visitor should get an impression that support groups on your website are actively working. The possibilities are:

⁴ 86% of people may leave a website when asked to create a new account ([How to Solve the Online Registration Challenge](#)).

⁵ [Sign Up Forms Must Die](#).

⁶ [Lazy registration](#).

⁷ “The biggest mistake that marketers make is using weak, passive language in their CTA. A classic example is the infamous “click here”. While “click here” may seem like a great CTA (in that it tells a subscriber exactly what to do), it really doesn’t give a reader any incentive for taking action. It doesn’t describe the value or what will happen if, in fact, they do click the link” ([Click, Tap, and Touch: A Guide to CTA Best Practices](#)). See also #10 in: [44 reasons why people don’t trust your website](#).

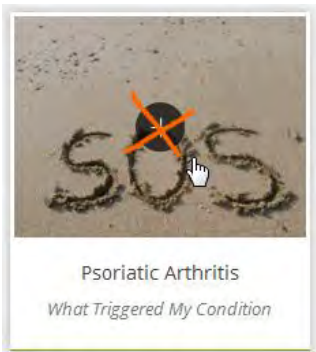
⁸ P. 141 in: Jordan-Marsh M. (2011) *Health Technology Literacy: A Transdisciplinary Framework For Consumer-Oriented Practice*, Sudbury: Jones & Bartlett Learning.

⁹ See a detailed discussion of search design: [The Magnifying-Glass Icon in Search Design: Pros and Cons](#).

- to show current statistics of registered and logged in users;
- to show a feed of latest posts; examples are [SupportGroups](#), [DailyStrength](#), [Inspire](#), [Patient.co.in](#);
- to show membership and activity statistics on support group cards.

MH060 I am not sure if **News** section should be present on the homepage. News should be interesting to a large portion of the audience, it is difficult to expect that many visitors will read any news irrelevant to their actual health situation.

MH070 Circles with “+” sign appearing on mouse hover are unnecessary and possibly disorienting a user because a user may think that he should click this target. Darkening a photo on mouse hover is enough indication of clickability of photos. It would be better to remove these “targets”.



Registration, Log in, My account

1 **Username**

Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.

2 **E-mail address**

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

3 **Password**

 Password strength: _____

Confirm password

Provide a password for the new account in both fields. *Once you are logged in you will not need to enter your password again.*
Password must be at least 8 characters.

4 **Accept** ▶ Terms and Conditions of Use

RE010 The main usability requirement on the design of registration forms is to make registration process (an unpleasant task) as smooth as possible¹⁰. Current registration form designs usually require entering an email and a password only so the **Username** field will raise a question about why a user should enter a username and how it will be used in the future user’s interactions with the website. There is no explanation given but there are indirect indicators that the website expects entering a user real name (spaces, hyphens and apostrophes are allowed). Then, a previous experience with social networks like Facebook that discourage anonymity may create an additional tension. Finally, numerous studies have demonstrated that *anonymity* is a decisive factor (especially for people suffering from stigmatizing illnesses) of

¹⁰ [5 UX Tips for Designing More Usable Registration Forms.](#)

participating in both face-to-face and online health-related mutual support groups¹¹. So my recommendation is to remove the **Username** field from the registration form or explain how it will be used on the website.


RE015 Remove colored numbers to the left of entry fields: they are alien to the standard registration UI pattern and may raise unnecessary questions.

RE020 Current tendency in registration forms design is to avoid entering a password twice (examples of social networks that do not require repeated typing in a password on their registration pages are Twitter, LinkedIn and Quora) so it can be recommended to remove the **Confirm password** field as well¹².

RE030 A user should be allowed to choose a password he wants to use so the requirement to use at least eight characters should be omitted. It's ok to provide a feedback about the password strength with a strength meter but anyway choosing a password is at the user's own discretion¹³.

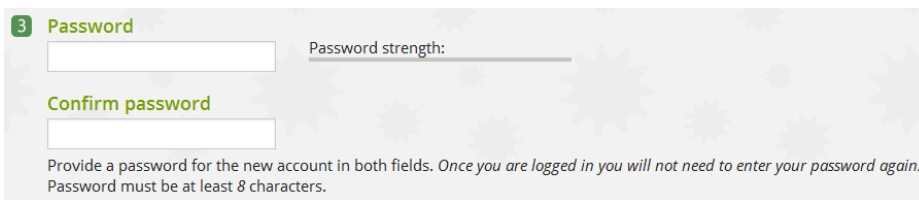
RE050 Nobody knows why, but people are reluctant to click buttons named "Submit"¹⁴ so it's recommended to change the button label: "Sign up", "Create account" and "Get started" should probably work better.

RE060 Don't show "Weak" estimate before a user starts typing a password:

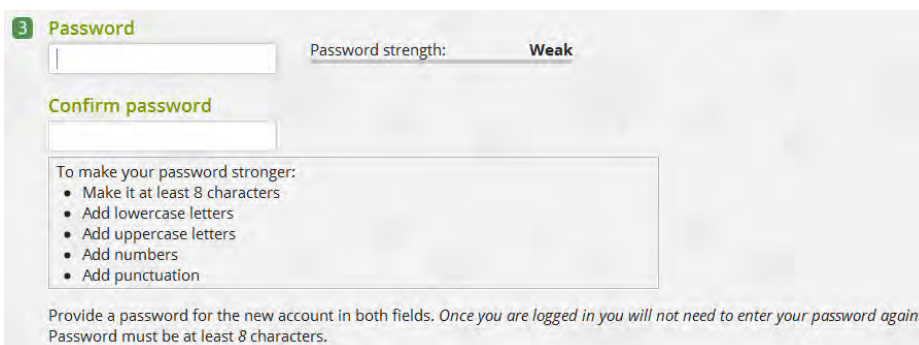


A screenshot of a registration form. It features a text input field labeled "Password" with a green "3" icon to its left. To the right of the input field is a "Password strength:" label followed by a progress bar and the word "Weak".

RE070 Do not dynamically expand the form when a user selects the **Password** field:



A screenshot of a registration form. It has a "3 Password" label and a text input field. To the right is a "Password strength:" label with a progress bar. Below the input field is a "Confirm password" label and another text input field. At the bottom, there is a note: "Provide a password for the new account in both fields. Once you are logged in you will not need to enter your password again. Password must be at least 8 characters."



A screenshot of a registration form, similar to the previous one, but with a dynamic password strength indicator showing "Weak". Below the "Confirm password" field, there is a box titled "To make your password stronger:" containing a bulleted list: "Make it at least 8 characters", "Add lowercase letters", "Add uppercase letters", "Add numbers", and "Add punctuation". At the bottom, there is a note: "Provide a password for the new account in both fields. Once you are logged in you will not need to enter your password again. Password must be at least 8 characters."

Users do not expect any dynamic changes when working with a very familiar to them registration UI pattern. Dynamic changes will not help users to fill in the form.

¹¹ See pp. 62-63 in: Loat M. (2011) *Mutual Support and Mental Health: A Route to Recovery*, London: Jessica Kingsley Publishers; pp. 12-14 in: Nicholas D., Huntington P., Jamali H. (2007) *Digital Health Information for the Consumer: Evidence and Policy Implications*, Aldershot: Ashgate; p. 24 in: Andersson G. (2014) *The Internet and CBT: A Clinical Guide*, Boca Raton: CRC Press.

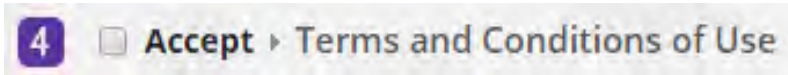
¹² See section "Don't make the user fill in the same field twice" in: [5 UX Tips for Designing More Usable Registration Forms](#).

¹³ [Password usability: To protect or prohibit?](#)

¹⁴ [Why Your Form Buttons Should Never Say 'Submit'; Don't "submit" to landing page button text.](#)

RE080 Do not place instructions on entering a password *below* **Confirm password** field because a user begins with the **Password** field.

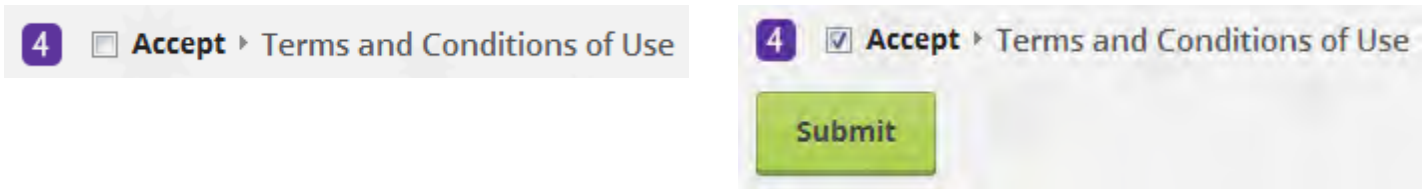
RE090 **Terms and Conditions of Use** link doesn't look like a clickable object:



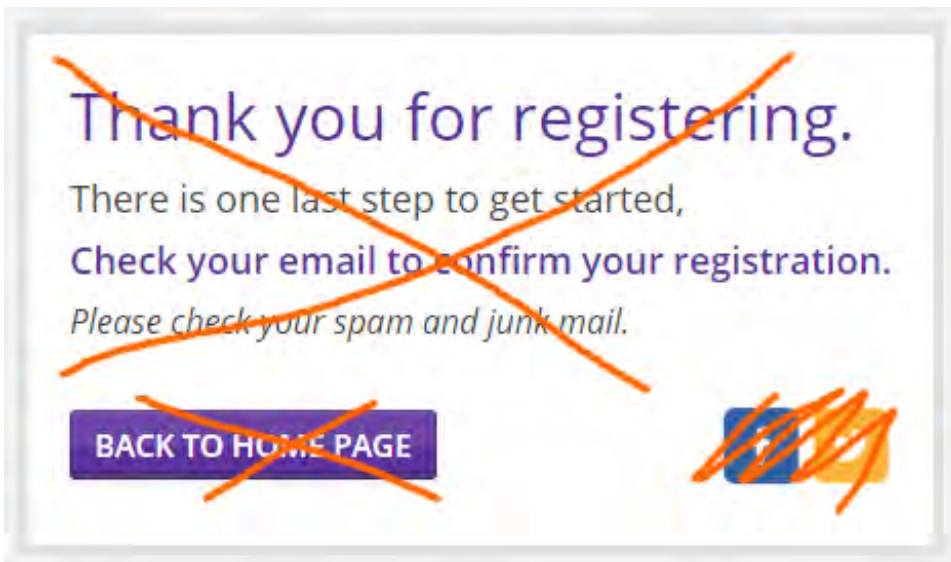
Change link color to differentiate it from a static text.

RE100 Instead of requiring to select **Accept** checkbox, use a phrase "By pressing **Submit** {a different name} button I accept **Terms and Conditions of Use**".

RE110 Hiding (or disabling) action buttons is a bad design practice and should be avoided¹⁵:



RE120 Don't make a user confirm via email before using your website¹⁶:



A typical scenario with registration confirmation emails is the following:

- a user checks his email;
- among newly arrived messages he finds a number of urgent or more interesting messages and opens/replies to them;
- a user doesn't return back to your website.

¹⁵ [Form Design For Dummies: 10 Simple Tips On Designing A Form That Converts.](#)

¹⁶ See section "Don't make users confirm via email before using the service" in: [5 UX Tips for Designing More Usable Registration Forms.](#)

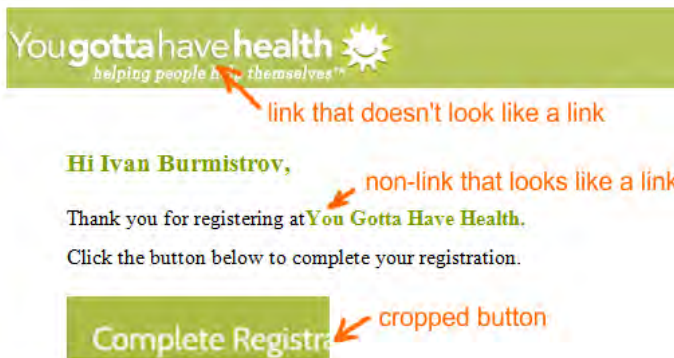
This *does not mean* that you shouldn't send a confirmation message: send it and a user will confirm his email address later. But do not force a user to leave your website, let him continue working with the website without interruption.

RE125 After registration a user should be returned to a page where he started registration process (do not make homepage the default page after registration).

RE130 Besides sending registration confirmation email, also send a user an email with login, password and the link to your webpage. He will keep this message forever.

RE140 In my case confirmation email arrived to spam folder (I use Outlook 2010 with the level of junk email protection set to "High"). Perhaps something in its HTML code makes the spam detection algorithms recognize it as a spam.

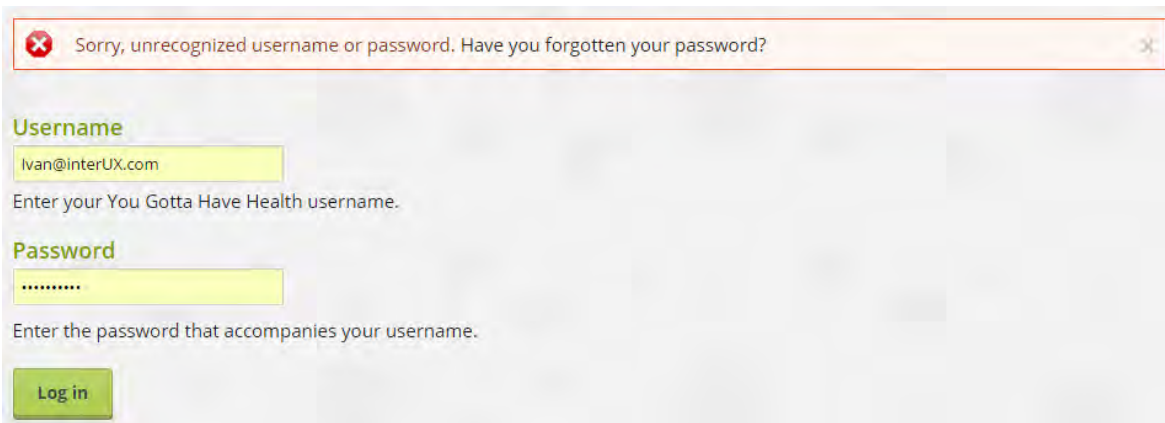
RE150 There are some issues with confirmation email design:



RE160 {Bug} **Complete Registration** button is non-clickable because of some bug in its code:

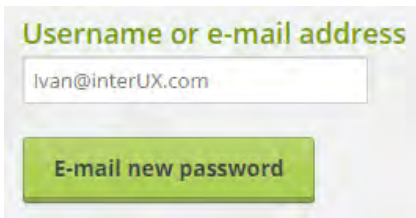


RE170 If a user allows the browser to remember his login data, the browser remembers user's email and password. But the website requires *username* for logging in:



Not many users will be able to understand what's wrong in this situation because they see a correct email address in the **Username** field! It can be expected that many users will request sending them a *password* (because the email is obviously correct) but after that they will stuck in the same trouble.

RE180 Do not send a user a *new* password:



User needs his existing password, not a new one.

RE190 {Bug} **Reset password** button in the email message is non-clickable (the same bug as in **RE160**):



RE200 Provide more clear indication of logged in status than **Log out** button.

RE210 Allow access to a user profile from any page by adding **My account** link to the masthead:



Support groups

SG010 This search string works not as users may expect it to work:

Recommendation is to use global search only.

SG030 Support group cards should probably provide some info about group type (peer led or professionally led), number of members and recent activity.

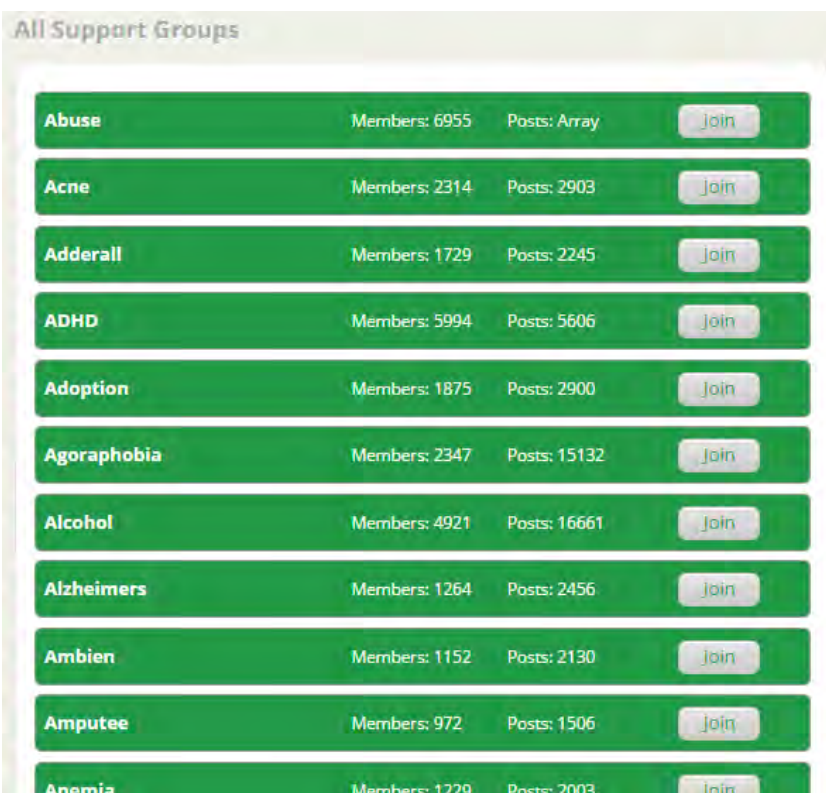
SG040 The sorting principle of groups is not clear:



SG050 ALL is not highlighted:



SG060 The goal of a user is to find a relevant group. Images on cards don't help him in this task, they make a search less efficient. Then, cards may be not the best representation of a list because they require moving a gaze in two directions: horizontal and vertical. Consider using a simple vertical list instead of cards:



online.supportgroups.com

(also note that they provide statistics on membership and group activity)

Combined with alphabetical filtering this will provide a powerful way of finding the necessary group.

SG070 “Corners” should probably include and begin with the name of a disease:

Breast cancer: Maureen's Corner

Starting a group

1 Enter The Group Name

Group Name

Moderator Name

Moderator Email

2 Tell Us About Your Group

Tell us (in 250 words or less) about the group

Meetings

Time

3 Contact Information

Address

City

Telephone

Email

4 Add Your Logo

Файл не выбран

Disclaimer

Group Theme Color

This is a private group

CG010 Provide indication of required and optional fields.

CG020 Think about reducing the number of fields. (For example, **Meetings** and **Time** probably could be a single field.)

CG030 Prefill **Email** field with moderator's email.

CG040 Explain what are a disclaimer and a private group.

Group

YougottaHaveHealth BETA
helping people help themselves™

Home Support Groups Dr.'s Corner Stories News [Log In](#) [Register](#)

Maureen's Corner

I am a Torontonian and a wife, mother, and grandmother, who was diagnosed with breast cancer in May 2013. I have undergone surgery, chemotherapy and am undergoing radiation at this time. When I was diagnosed and in total shock and bewilderment, I had nowhere and no one to turn to and no idea of what to expect. This has been a learning experience and with Maureen's Corner I hope to bring some light to those whose life is filled with trepidation, and to help others like me help themselves. With posts, blogs, and sharing our stories, we will receive understanding and support from our peers. Only ...more

[+ JOIN NOW](#)

All Posts | **News** | **Member Posts**

Moderator Post	Moderator Post	Moderator Post
<p>By: Maureen Toronto</p> <p>Exercise - Energy level</p> <p>I mentioned before that I joined the Wellspring cardio exercise group to try and get my strength up, and am so... more</p> <p>Group Topic Read more ✓</p>	<p>By: Maureen Toronto</p> <p>Follow up on breast pain/infection.</p> <p>Although I was feeling so much better with regards to the infection which was being taken care of with the... more</p> <p>Group Topic Read more ✓</p>	<p>By: Maureen Toronto</p> <p>Breast Infection</p> <p>For months and months I've been complaining of extreme, debilitating fatigue and terrible breast pains. I spoke to... more</p> <p>Group Topic Read more ✓</p>
News	News	News
<p>What To Do If You're Blindsided By Cancer</p> <p>Article Read more ✓</p>	<p>Yoga May Help Cancer Patients Reduce Fatigue and Inflammation</p> <p>Article Read more ✓</p>	<p>Breast Self-Exams Prove Effective</p> <p>Article Read more ✓</p>

1 2 3 next › last »

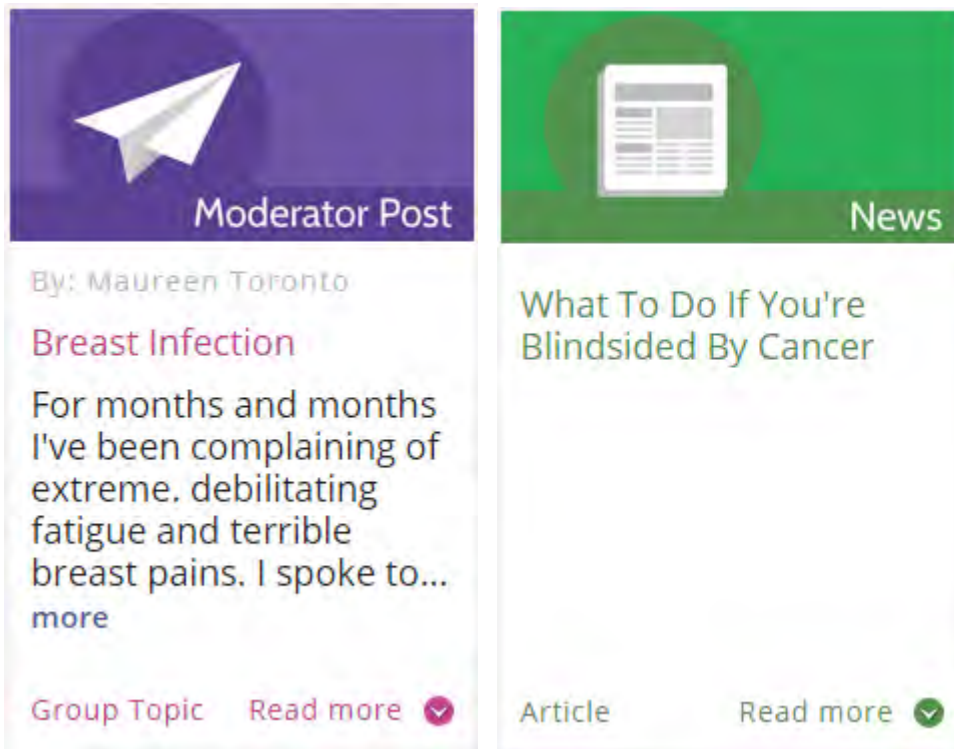
GR010 Show statistics on group membership and activity.

GR020 Again, cards don't look the best way of presenting posts and news because of a very low screen information density. Consider using a vertical list presented in a reverse chronological order:



agoraphobia.supportgroups.com
(they top topics with new comments)

GR030 It is not clear what parts of a card are clickable and which are not and why.



For example, headlines are clickable on news cards but non-clickable on posts, **Article** and **Read more** look similar but differ on their clickability.

GR040 Show date and time of a post.

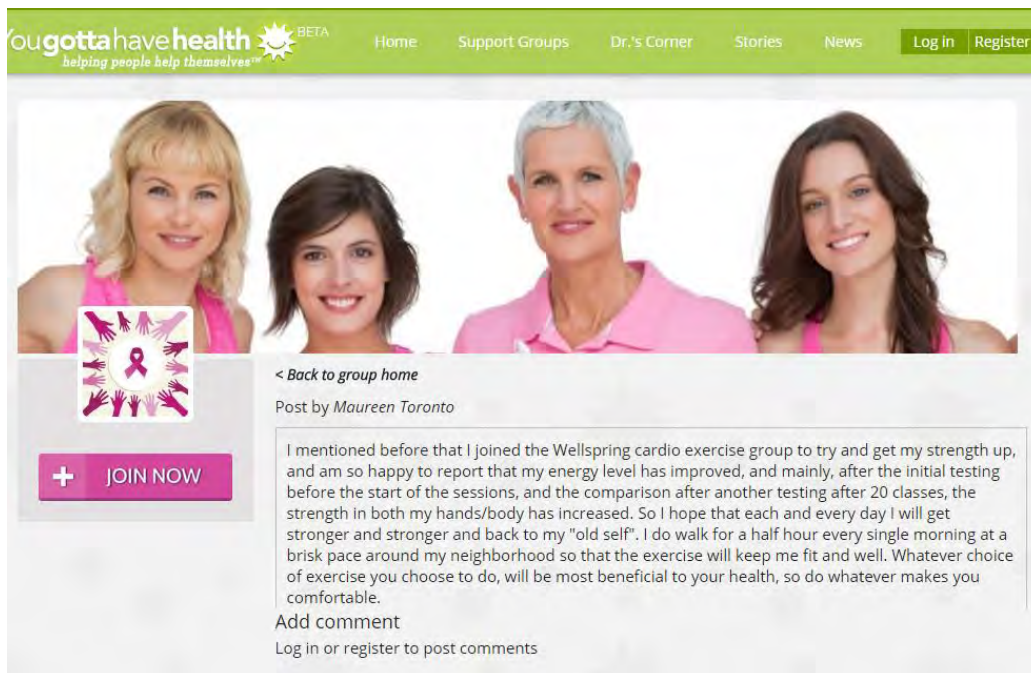
GR050 Show the number of comments to a post.

GR060 Provide some indication of a new comment added to a post. Also provide a sorting option to view posts with most recent comments.

GR070 It is not clear why a user should *join* a group. Explain him that joining a group will allow him to start topics.

GR080 A mechanism for pooling knowledge/resources is not clear.

Post



you gotta have health ^{BETA}
helping people help themselves™

Home Support Groups Dr.'s Corner Stories News Log In Register

< Back to group home
Post by Maureen Toronto

+ JOIN NOW

I mentioned before that I joined the Wellspring cardio exercise group to try and get my strength up, and am so happy to report that my energy level has improved, and mainly, after the initial testing before the start of the sessions, and the comparison after another testing after 20 classes, the strength in both my hands/body has increased. So I hope that each and every day I will get stronger and stronger and back to my "old self". I do walk for a half hour every single morning at a brisk pace around my neighborhood so that the exercise will keep me fit and well. Whatever choice of exercise you choose to do, will be most beneficial to your health, so do whatever makes you comfortable.

Add comment
Log in or register to post comments

PT010 Show post headline.

PT020 **Log in** and **register** do not look like clickable objects, they should.

PT030 Allow a user to edit his recent post within a reasonable slot of time, e. g. 15 minutes.

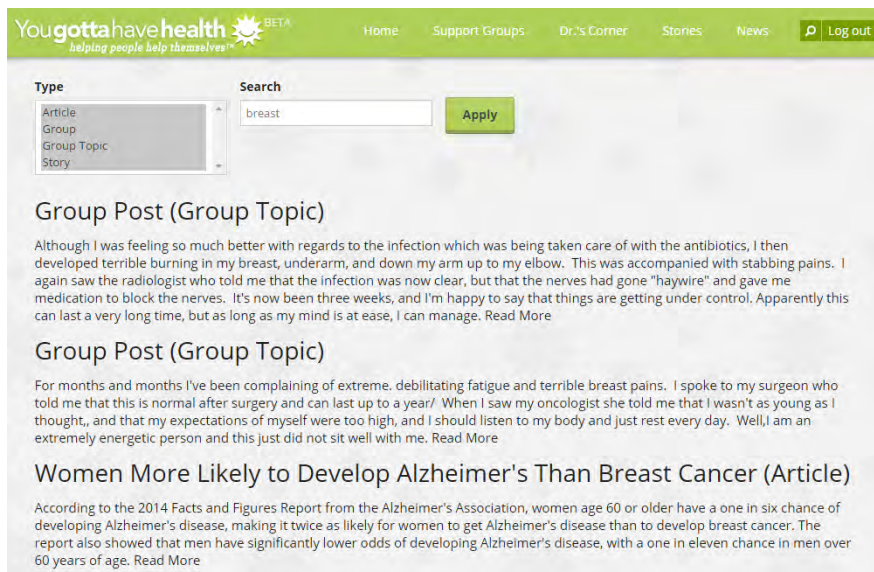
PT040 Allow a user to delete his posts.

PT050 Allow a user to close further commenting on his post.

PT060 Allow a user to subscribe to new comments to a post (e. g. **Send me an email for each new comment** checkbox).

PT070 Allow to send private (visible to the post author only) comments to a post.

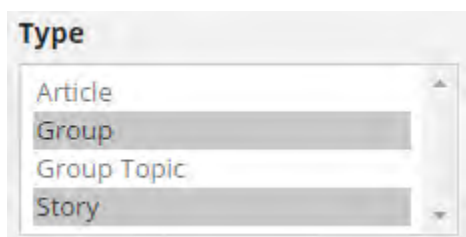
PT080 Provide some mechanism of blocking users with problem behavior.



SE010 See **MH040**.

SE020 It is not clear why search is not visible to non-logged in users.

SE030 It is not clear what filters are on and which are off:



It also may not be clear to a user how to select multiple filters (CTRL+click). Recommendation is to use checkboxes instead of this list.

SE040 Search results show the beginnings of posts and they often do not contain search keywords. Users expect a Google-like output with fragments of text containing highlighted keywords.

SE050 The principle of sorting search results is not clear.

SE060 Show the dates of posts.

SE070 Allow sorting search results by relevance or recency.

SE080 Make **Read more** links clearly visible.

SE090 Make search error-tolerant because lay users often misspell medical terminology¹⁷.

¹⁷ P. 14 in: Nicholas D., Huntington P., Jamali H. (2007) *Digital Health Information for the Consumer: Evidence and Policy Implications*, Aldershot: Ashgate.

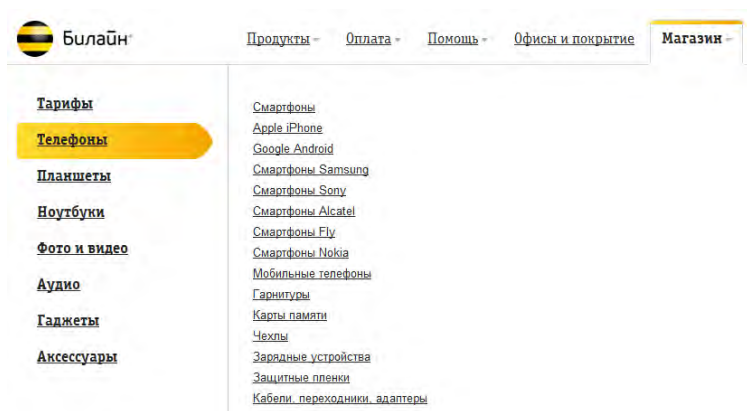
Юзабилити-аудит интернет-магазина «Билайн»

Версия 2 | 04.12.2014

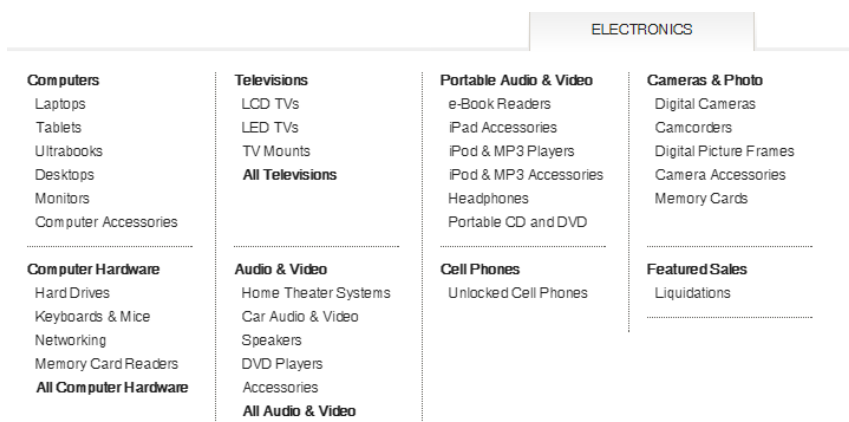
Мы предлагаем обратить внимание на ряд моментов, потенциально способных снизить юзабилити и конверсию магазина. Мы не рассматриваем перечисленные ниже замечания как безусловные ошибки. В основном, это лишь возможные кандидатуры для проведения A/B-тестирования, которое сможет дать окончательный ответ по затронутым пунктам.

Навигация

1. Мегаменю **Магазин** страдает ярко выраженной «проблемой диагонали»¹:



Предлагается поставить задержку для смены пунктов меню верхнего уровня при движении мыши к пунктам нижнего уровня. Возможно, более предпочтительным вариантом могло бы стать статическое мегаменю с развёрнутыми подразделами. Пример:

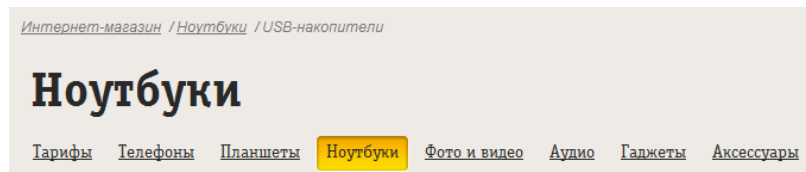


2. Дублирование навигации – мегаменю **Магазин** плюс горизонтальное меню магазина – может оказаться проблематичным, поскольку часть пользователей будет ориентироваться не на динамическое мегаменю, а на постоянно видимое на экране горизонтальное меню магазина:

¹ См. раздел *Speed* в статье [Mega Menus Work Well for Site Navigation](#).

Главной проблемой здесь видится отсутствие выпадающих подменю разделов, из-за чего большое количество *подкатегорий* товаров оказывается фактически *скрыто* от посетителя.

3. «Соскок» горизонтального меню вниз на страницах нижних уровней вряд ли целесообразен:

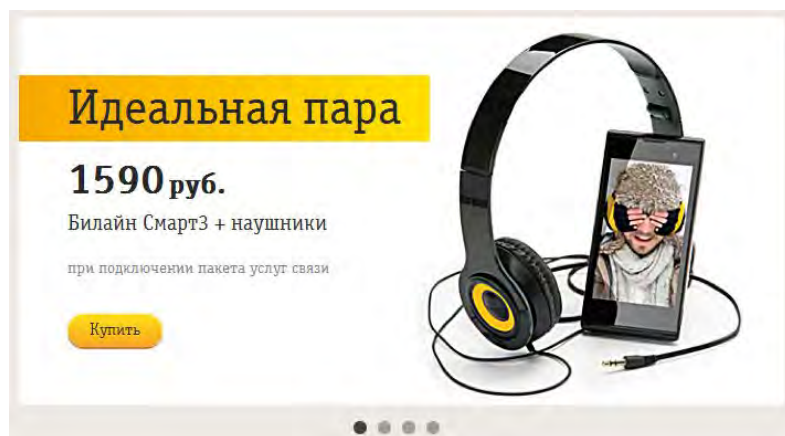


Более привычным было бы такое расположение:

Горизонтальное меню
Название раздела
Хлебные крошки

Главная страница

1. Баннерная карусель проблематична:



В связи с практически полным консенсусом относительно малой полезности каруселей, сложившимся среди специалистов по электронной торговле², предлагается обычная рекомендация по замене карусели набором статических баннеров³.

2. Кнопка **Купить** на карусельных баннерах вполне может проиграть в конверсии менее императивному призыву к действию **Подробнее**⁴. Вероятно, имеет смысл потестировать.

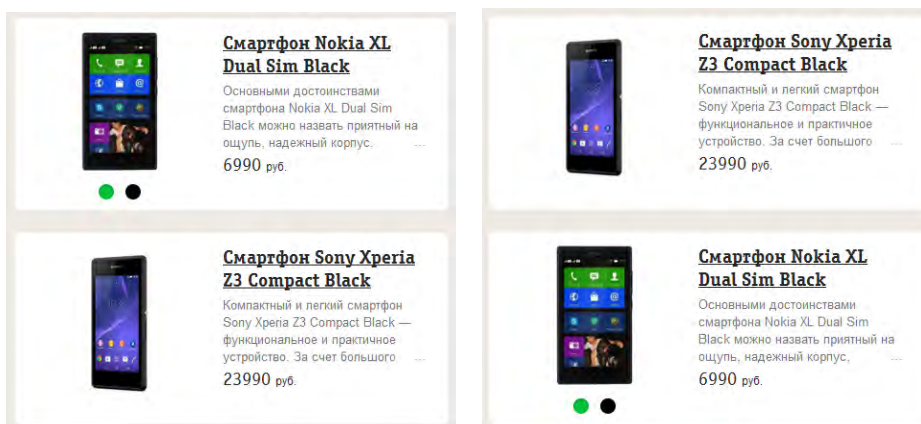
² См. напр. [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).

³ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content": с. 6 в [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#).

⁴ См. напр. результаты сравнительного тестирования кнопок **Add to Cart** vs **Buy Now** vs **Purchase Now**: [How Much Does Your Button Cost You?](#).

3. Принцип отбора товаров, продвигаемых с помощью главной страницы (за пределами карусели), не очень понятен. Вероятно, покупателю было бы проще понять, почему ему предлагаются эти товары, если бы они были сгруппированы в привычные подразделы «Новинки», «Хиты продаж», «Спецпредложения».

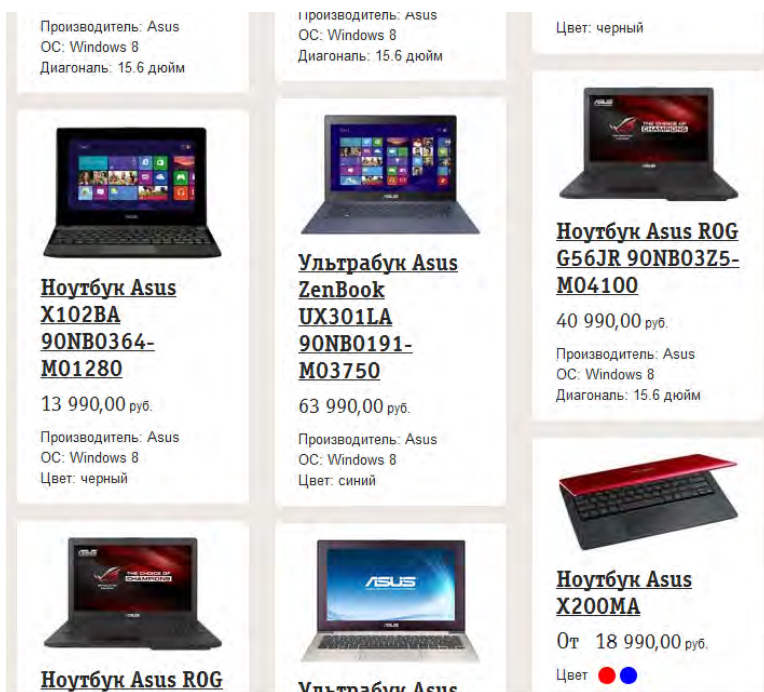
4. Насколько можно было заметить, в нижней левой области главной страницы предлагаются ровно два товара, однако они подвергаются ротации:



Есть риск запутать посетителя без необходимости.

Страницы категорий

1. Показ товаров в Pinterest-стиле не кажется особенно уместным в случае интернет-магазина:



Можно предположить, что отображение товаров на плашках одинакового размера будет более удобным для покупателей.

2. Также можно рекомендовать реализовать опцию показа товаров *списком* в дополнение к показу на плашках.

Карточка товара

1. Полный список технических характеристик – в отсутствие краткого списка *ключевых* характеристик – вряд ли можно признать хорошим вариантом:

Технические характеристики	
Общие	
Тип	смартфон
Операционная система	Android
Калибратор GSM-диагн.	7
Тип SIM-карты	micro
Версия беспроводной связи	Android 2.2
Диагн.	800, 100, 1000, 1000
Экран	
Диагональ экрана	4.0 дюйма
Плотность пикселей по горизонтали	300 ppi
Плотность пикселей по вертикали	300 ppi
Тип экрана	IPS LCD
Тип сенсорного экрана	капацитивный
Сенсорный	так
Процессор	
Процессор	Qualcomm Snapdragon S12 MSM8255
Частота процессора	1024 MHz
Количество ядер	1
Память	
Объем основной памяти	1GB
Объем оперативной памяти	512 MB
Поддержка карт памяти	MicroSD, microSDHC, microSDC
Максимальный объем карт памяти	16GB
Камера	
Основная камера	5.0 Мпикс
Фронтальная камера	2.0 Мпикс
Фонарик	так
Автофокус	так
Связь	
Bluetooth	
Bluetooth	так
Wi-Fi	
Wi-Fi	так
GPS	
GPS	так
FM-радио	
FM-радио	так
Аккумулятор	
Адап.	1400 mAh, 3.7V
Время работы в режиме разговора	10000 мин. при 30% заряде
Время работы в режиме ожидания	так
Диагностика	
Диагностика	нет
Сервис	
Сервис	нет
Дополнительно	
Дополнительно	нет
Габариты	
Габариты (высота)	114 мм
Габариты (ширина)	64 мм
Вес	
Вес, нетто	140 г
Гарантия	12 мес.
Гарантия	12 мес.
Гарантия	12 мес.
Диагностика	
Диагностика	нет
Сервис	
Сервис	нет
Дополнительно	
Дополнительно	нет

В ситуации избыточного выбора, который обычно предлагают магазины электроники, задачами покупателя становятся эффективное сокращение вариантов и затем выбор из небольшого списка кандидатур. Наличие краткого списка ключевых характеристик товара существенно облегчило бы решение этой задачи.

2. Кажется целесообразным реализовать привычную покупателям по многим интернет-магазинам электроники кнопку **Добавить в сравнение**.

3. Не очень понятно, почему на карточке товара не показан объём его складских запасов, хотя эта информация представлена на странице **Корзина**.

Корзина

1. Ссылка **Вернуться в магазин** малозаметна.

2. Удаление горизонтального меню магазина, возможно, преждевременно на странице **Корзина** (хотя вполне оправдано на последующих шагах оформления покупки).

3. Обычной рекомендацией для страниц **Корзина** является показ *стоимости доставки*, так чтобы покупатель имел полное представление об окончательной стоимости покупки *до* перехода на её оформление.

4. Расположение кнопки действия *вверху* страницы является довольно непривычным:



Покупатель будет по обыкновению искать кнопку действия *ниже* списка товаров в корзине. И ведь там есть что понажимать, только это не ведёт к цели:



5. Визуальное решение для кнопки действия выглядит рискованным: низкий контраст и серый цвет, зачастую ассоциирующийся со статусом “disabled”.

6. «Залипающая» (sticky) навигация, помимо объективных недостатков⁵, раздражает «на физиологическом уровне» слишком значительное число пользователей⁶. Поскольку острой необходимости в использовании фиксированной навигации не просматривается, рекомендуется отказаться от неё.

Доставка

1. Вполне распространённый сценарий работы пользователя с интернет-магазином таков:

- добавить товары в корзину;
- ознакомиться с вариантами и стоимостью доставки;
- ещё поработать с корзиной: что-то удалить, что-то добавить.

Проблема в том, что нажатие кнопки **Вакс** браузера на странице **Доставка** переводит пользователя не на закономерно ожидаемую страницу **Корзина**, а на ту страницу, которая была *до* перехода на **Корзину**.

2. Схема проезда к пункту самовывоза явно не помешала бы.

3. Необходимость указания контактного телефона в случае выбора варианта **Самовывоз из салона** может быть непонятна части пользователей. Есть статистика⁷, что запрос телефонного номера снижает конверсию в среднем на 5%. Вероятно, было бы полезно объяснить, для чего может понадобиться номер телефона покупателя в случае самовывоза.

⁵ См. экспертный разбор «за и против» фиксированной навигации: [The Trouble with Sticky Headers](#).

⁶ См. эмоциональные комментарии читателей №№ 27, 33, 65, 76, 80, 90, 93, 95, 96, 97, 99, 100 к *позитивной* статье [Sticky Menus Are Quicker To Navigate](#): “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs” и т. п.

⁷ См. [How Reducing Options Can Increase Your Conversions](#).

Privacy Everywhere usability evaluation

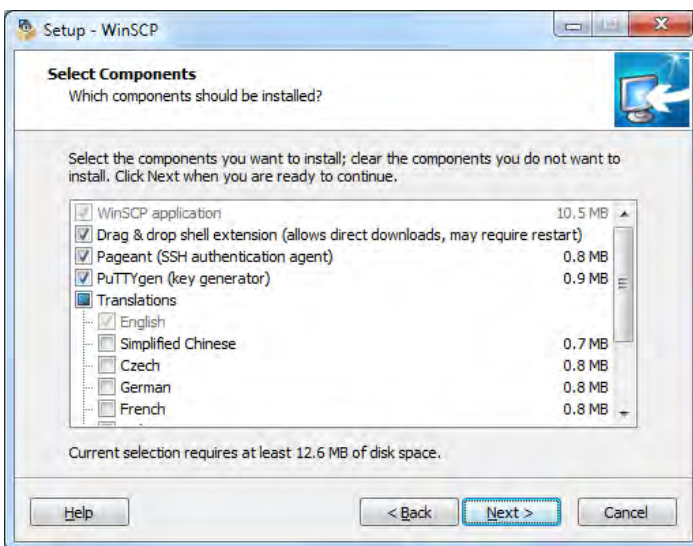
Version 2 | 30.10.2014

Installation

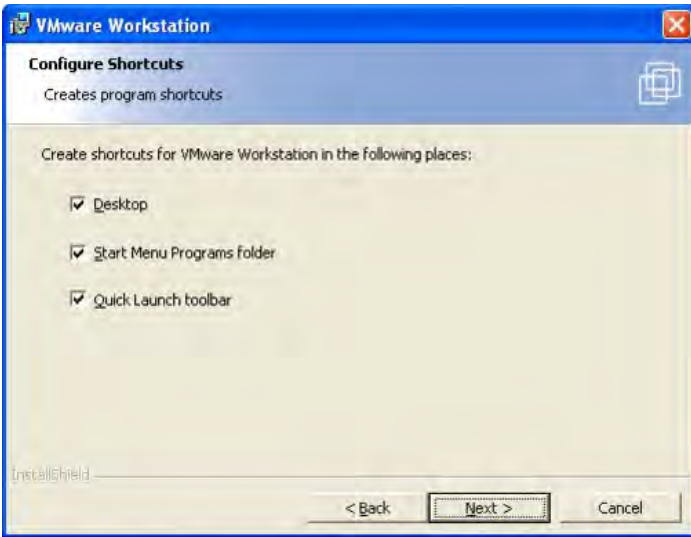
IN010 Custom installation screen looks somewhat strange because start menu and desktop shortcuts are not what users mean by “components”:



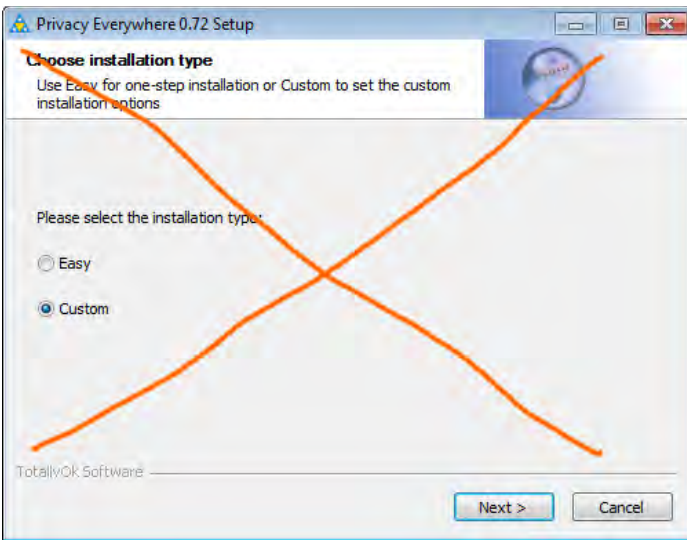
This is what users expect to see when selecting custom installation:



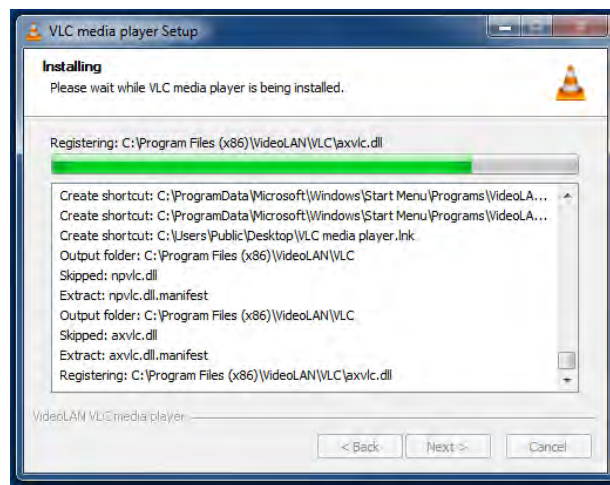
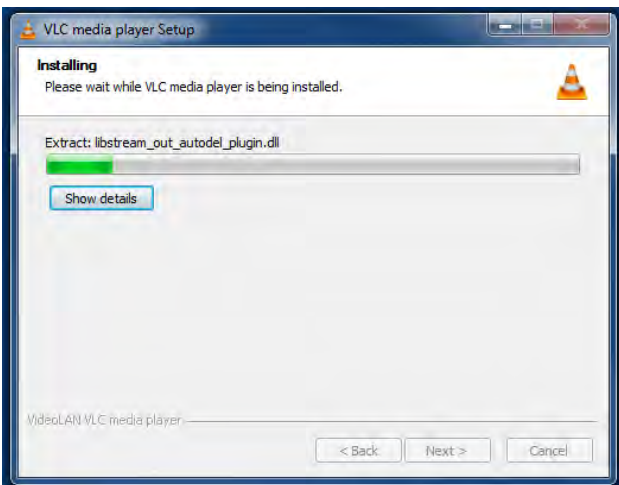
For shortcuts, use a standard form:



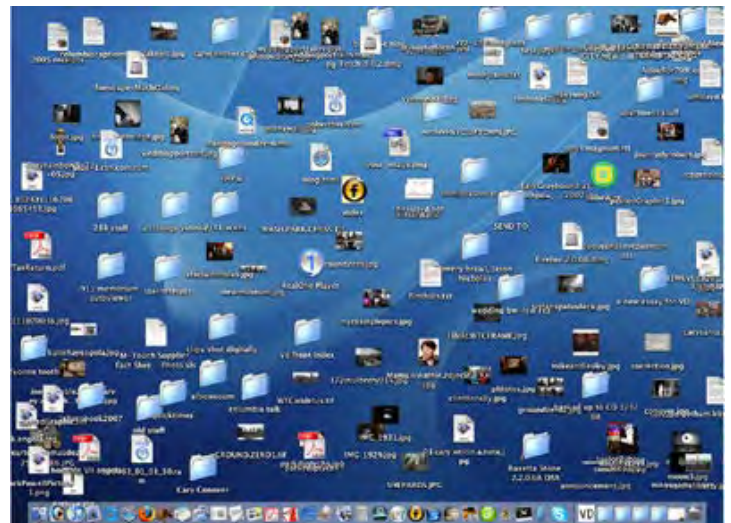
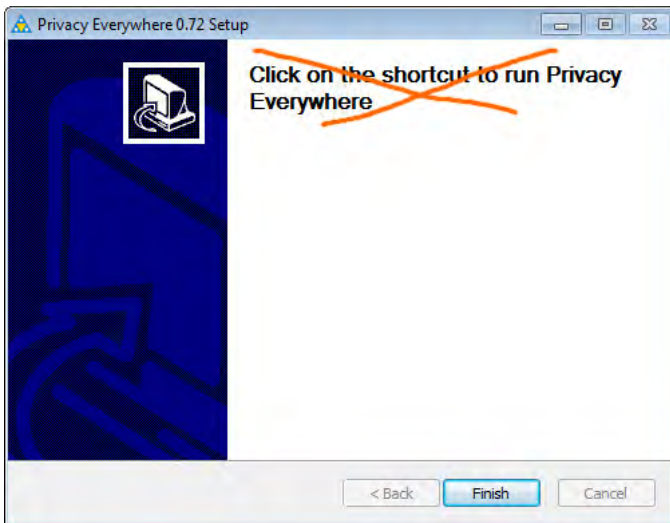
So I recommend to skip **Choose installation type** step:



IN020 In my perception, installation takes that long for such a small program. To entertain users and decrease the *perceived* duration of the process, add **Show details** button:

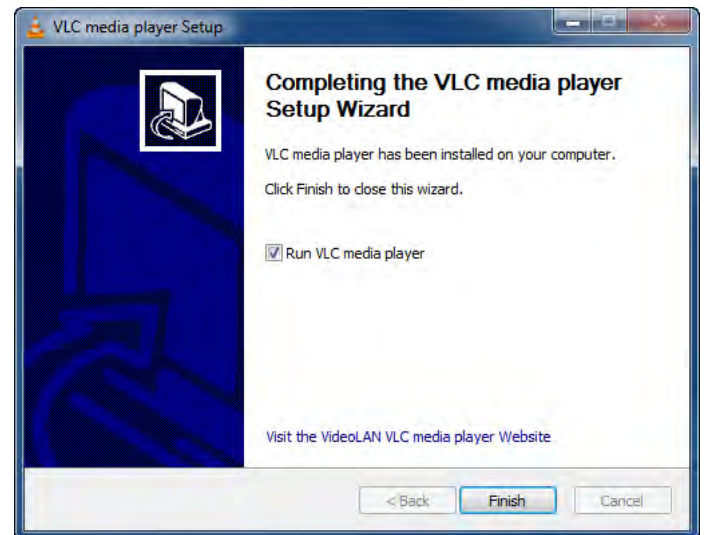
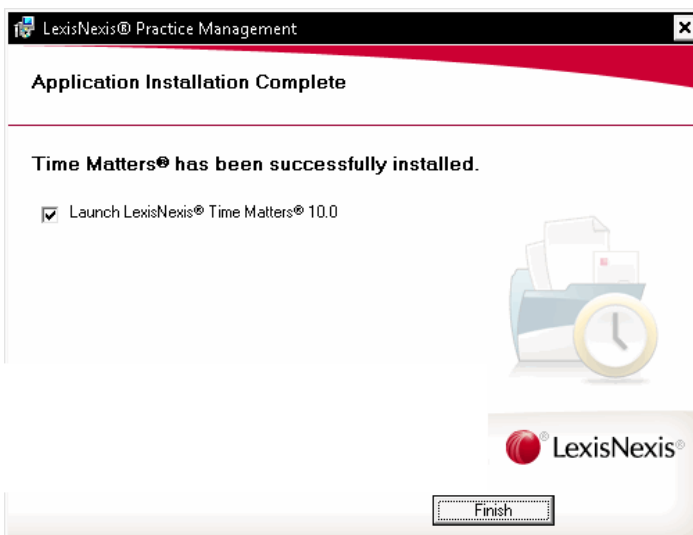


IN030 Don't make users to search for the program shortcut on their often very cluttered desktops:



At this moment, they even don't know how the application icon looks like.

Add **Launch** or **Run** checkbox to the last screen of the installer wizard and *preselect* this checkbox:



Application

General

GE010 Follow basic rules of column label alignment in tables. Labels for text data should be left justified (labels for numbers should be right justified):

Email	Name	Lock
ivan@interux.com	Ivan Burmistrov	Ivan Burmistrov ED
dedushka.pihto@mail.ru	Dedushka Pihto	Dedushka Pihto 67
galina@interux.com	Galina Panova	-

GE020 Replace *single* option menu buttons with more appropriate controls:



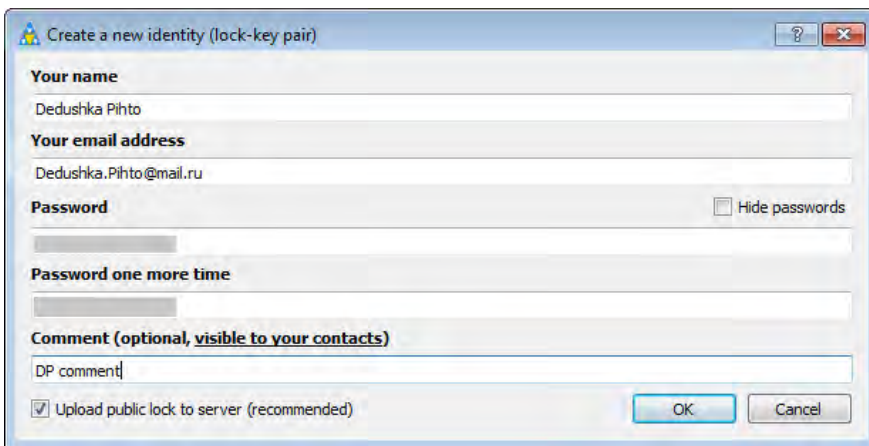
First launch of the program



FL010 Buttons don't look like buttons.

FL020 Search drives for key(s)/lock(s) command is unclear. In what cases a user would need this functionality?

FL030 The length of entry fields is enormously large:



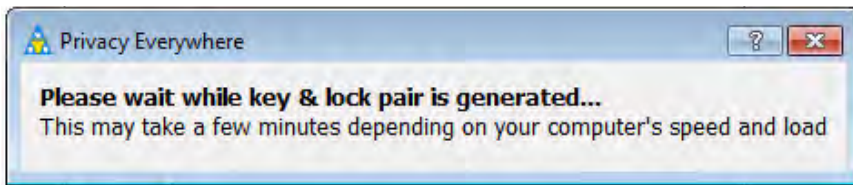
FL035 Do not use bold font for labels. Labels must be followed by colons. Generally, follow Windows 7 UI guidelines.

FL040 Comment field is unclear. Consider removing it.

FL050 Explain to what server the public lock will be uploaded:

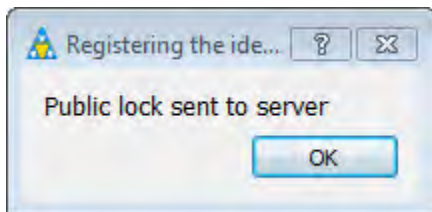
- Upload public lock to Privacy Everywhere secure server (recommended)

FL060 It is not necessary to show this dialog in "always on top" mode:

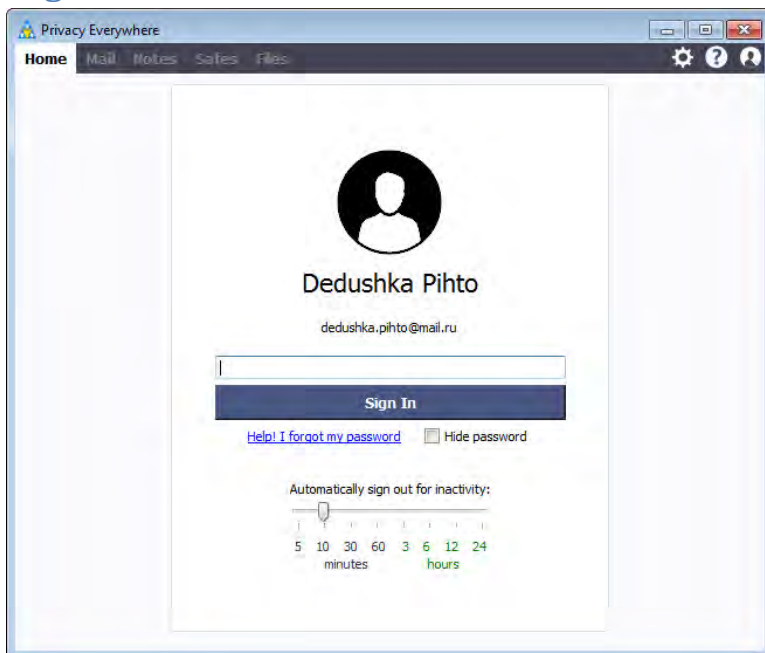


FL070 If possible, add progress bar to this dialog.

FL080 Again, explain that the lock was uploaded to Privacy Everywhere secure server:



Login



LG010 Add label **Password** above the password entry field.

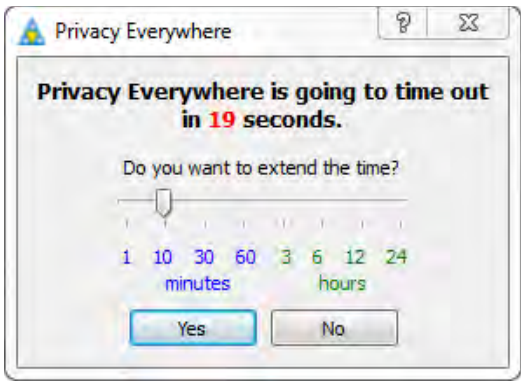
LG020 **Password** field and **Sign in** button are unnecessarily too wide.

LG030 The purpose of **Automatically sign out for inactivity** functionality is not explained and may be unclear at this point. Consider introducing this function later, for example, you can include it into **Settings** dialog.

LG040 In addition to time intervals there must be **Never** option.

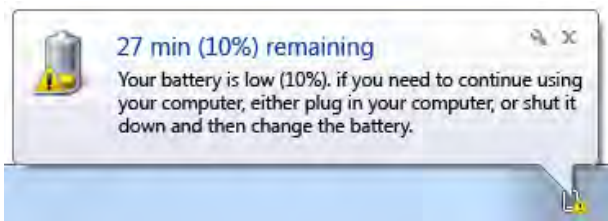
Inactivity notification

IN010 Inactivity notification is too intrusive:



When it pop-ups it interrupts current user's task, captures focus and because of this user's keyboard entry may get lost.

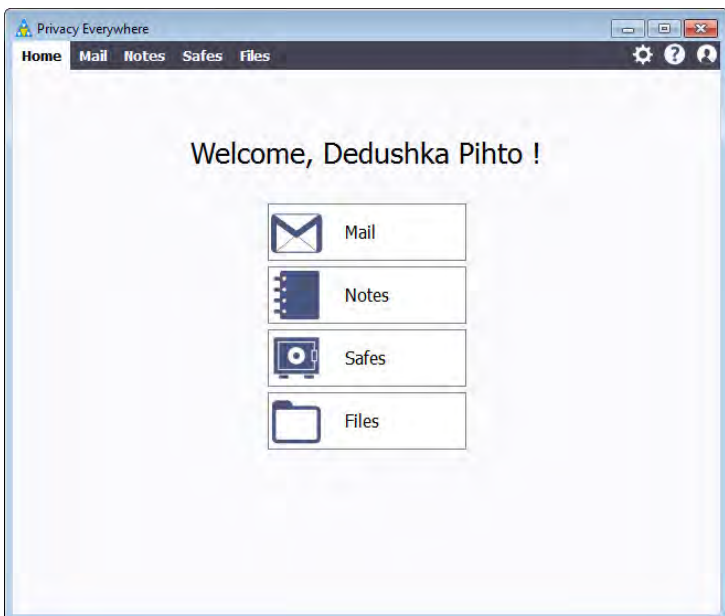
It is recommended to replace it with a more gentle notification rising above the application icon in the system tray, something like this:



IN020 Consider resetting time left counter every time a user works with the application (so the countdown will tick down only if the application is in the background).

IN030 Another nasty property of this notification is that it automatically closes popup dialogs opened in the application and this may lead to a loss of data entered in those dialogs.

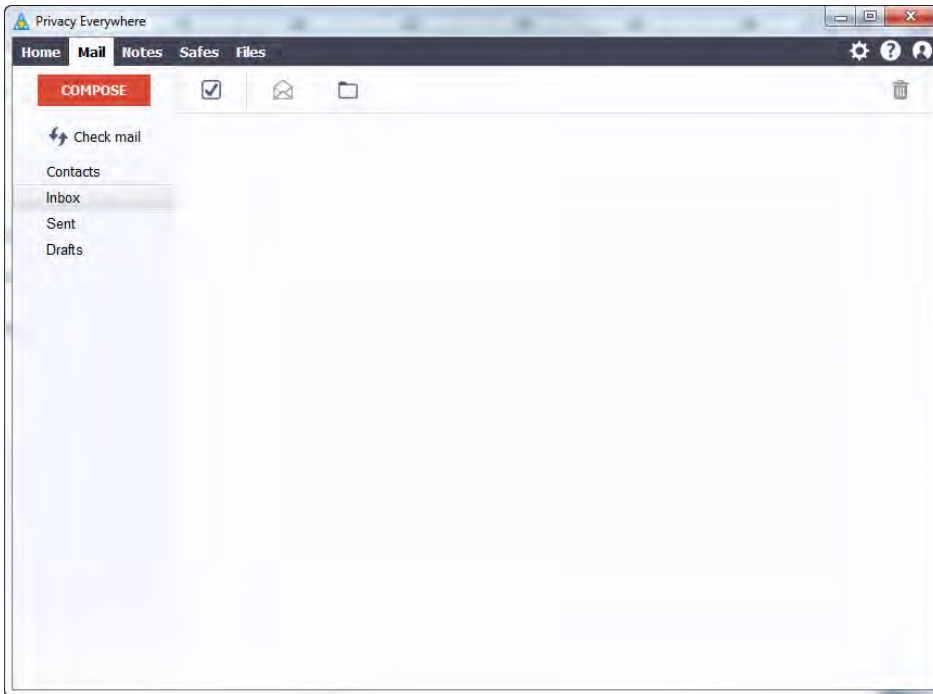
Home



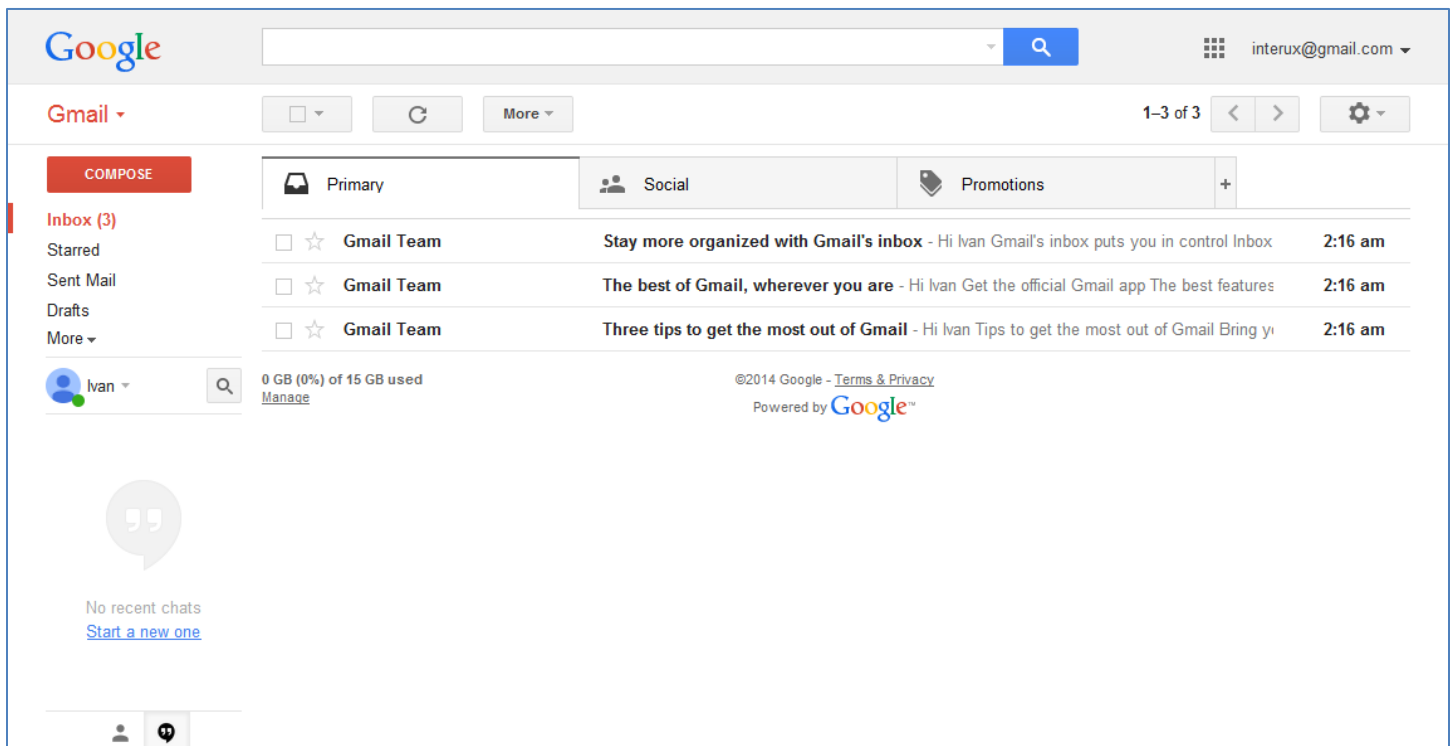
HM010 Consider removing this screen. It needlessly duplicates the primary navigation (main menu).

HM020 After logging in, it is nice to open the application with the tab the user left it off. In this case he will never need the **Home** tab.

Mail



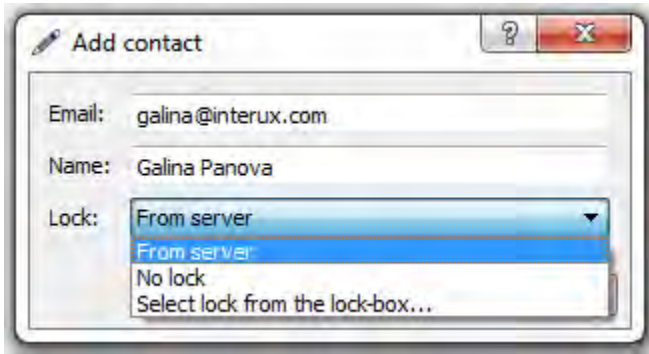
ML010 I appreciate your idea of mimicking Gmail interface very much. Also consider showing one or more welcome/introductory emails in the inbox as Gmail and other email softwares do:



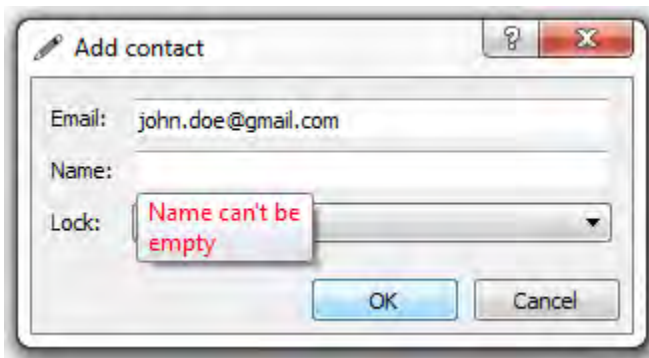
These emails should contain useful information about how to get started with the application.

Contacts

CO010 It is not clear which lock to select in what cases: from server or from lock-box:



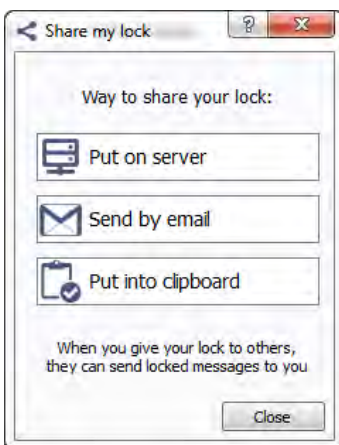
CO020 I am not sure if **Name** should be a required field: isn't it possible to acquire it from the server?



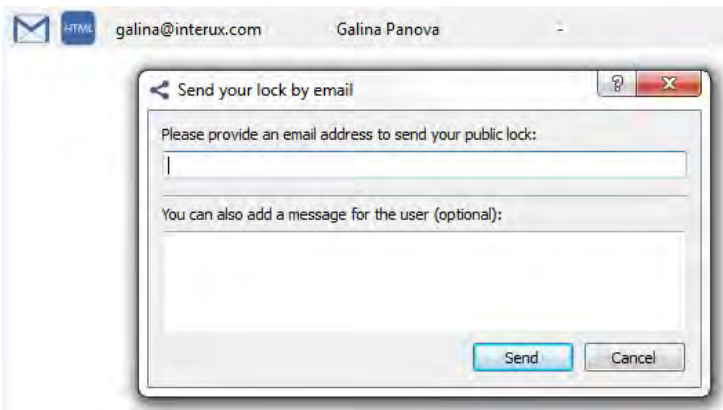
CO030 Make it possible to send messages to recipients from the **Contacts** list:

- user selects one or more recipients in the **Contacts** list;
- user presses **Compose** button or invokes a context menu;
- **Compose message** dialog appears with **To** field filled with addresses of selected recipients.

CO040 In what cases it may be useful to put a lock into clipboard?



CO050 If a user selects a recipient in the contact list and tries to send her a lock, the system asks him for recipient's email:

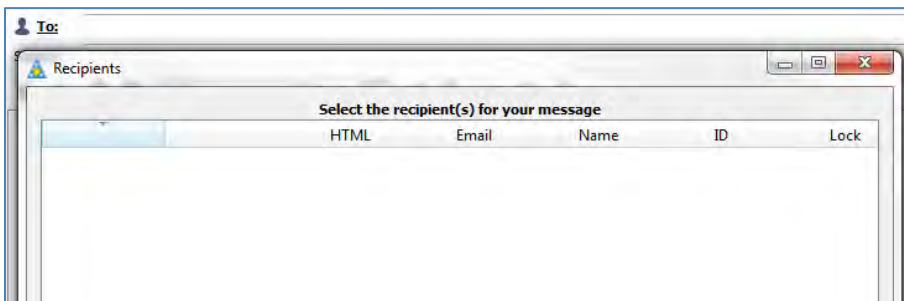


This may confuse a user: “should I use an email address different from that in the contact list?”.

CO060 There is no indication in the contact list what recipients had I already sent my lock.

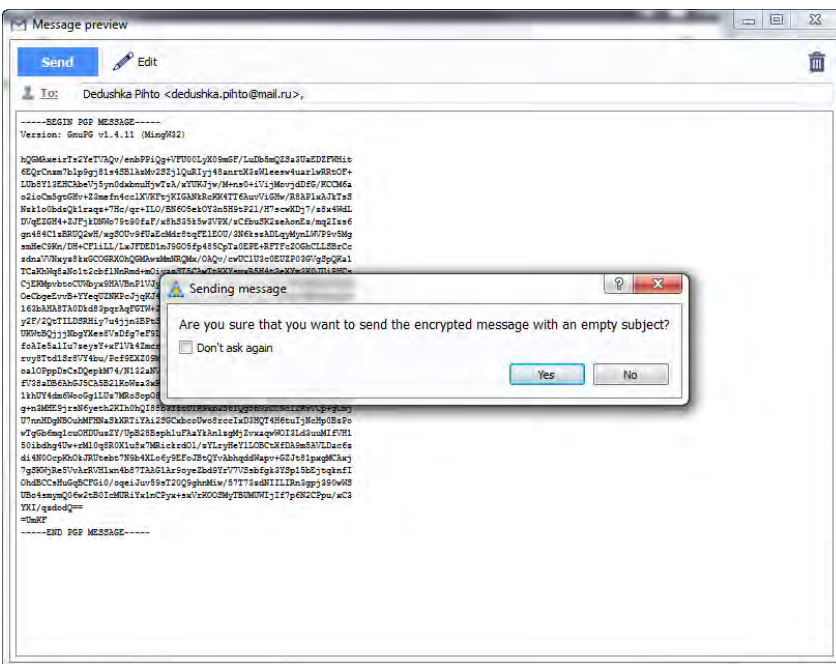
Compose message

CM010 It’s not clear why people from the contact list aren’t shown in the **Recipients** dialog after clicking **To:** label:



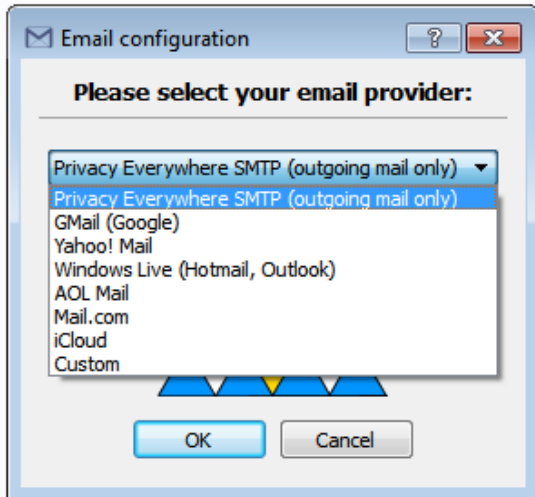
Sending a message

SM010 Check subject line *before* displaying the **Message preview** dialog:

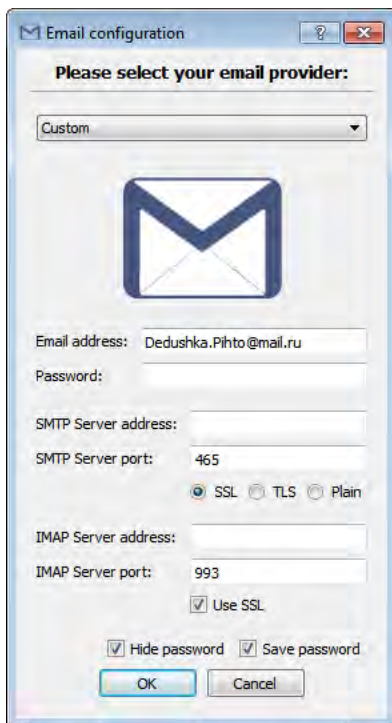


Checking mail

CM010 Preselect email provider depending on the email address a user uses for login to the application:



CM030 Prefill **Email address** field with the email address a user uses for login to Privacy Everywhere:



CM033 For known email providers, also prefill server settings with their actual parameters. Don't make users to search this info on the email provider's website.

CM035 Consider replacing label **Plain** with **No encryption**.

CM040 It is not clear why there are no fields for a POP3 server.

CM050 After clicking **Check mail** button I receive the **Can't fetch the messages** message. This is why I was unable to review mail delivery functionality. (Testing of SMTP and IMAP servers was successful.)

CMO60 It is not clear how to change mail server settings after they were set at the previous step.

Receiving a message

RM010 Mail from smtp@privacyanywhere.com is often (not always) delivered to spam folder. (I use Outlook 2010 with the level of junk email protection set to "High".)

RM020 It is not clear what to do with a lock a recipient has received. There must be some instruction for a recipient of a lock.

RM030 Show sender's name in the subject line:

Public lock from ivan@interux.com

smtp@privacyanywhere.net

People may not remember emails of their friends but they remember their names.

UX review of Binary.com

Version 1 | 06.02.2015

General

GE010 Replace **ALL CAPS** texts in menus and on buttons with **Sentence case** throughout the whole website.



It is known since 1914 that texts printed with **ALL CAPS** are less readable and less comprehensible than **Sentence case** texts.

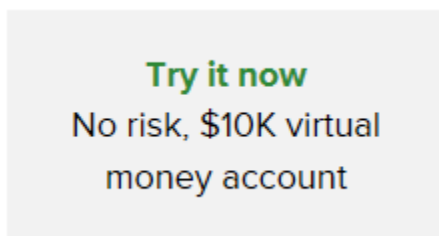
GE020 Replace flat buttons with embossed 3D-looking buttons. People click 3D buttons 1.5 times more readily than they click flat ones.

GE030 Don't open links in new tabs¹.

GE040 Use consistent link colors²:

[View the Tour](#) **Profit Table**

GE050 [Try it now](#) doesn't look like a link:



Replace it with a CTA button.

GE060 Analysis of users' clicks within supplementary navigation suggests that some items could be duplicated in the main menu:

¹ [Should Links Open In New Windows?](#)

² See item #3 in: [Would your Site Pass a Usability Assessment?](#)



In particular, it can be recommended that **Payment methods**, **About us** and perhaps also **Chart app** items might appear on the main navigation. An enormous popularity of **Rise/fall table** is visible also on “clicks” and “clicks precise” charts:



Perhaps a link to this page can be somehow included into the body of the homepage (not sure).

Registration, login, account opening

RL010 Registration and login forms look very similarly but registration form asks for **Email address** while login form asks for **Login ID**:

Email address

Password

5 - 25 characters and alphanumeric only.

OPEN ACCOUNT

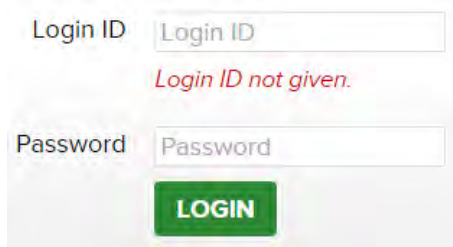
Login ID

Password

LOGIN

This will definitely confuse users (in particular, some people will not read Binary.com welcome email, others will open it but will not understand that they should use login ID instead of email for logging in). Recommendation is to allow users always use their email as a username.

RL020 “Login ID not given” is a poor error message:



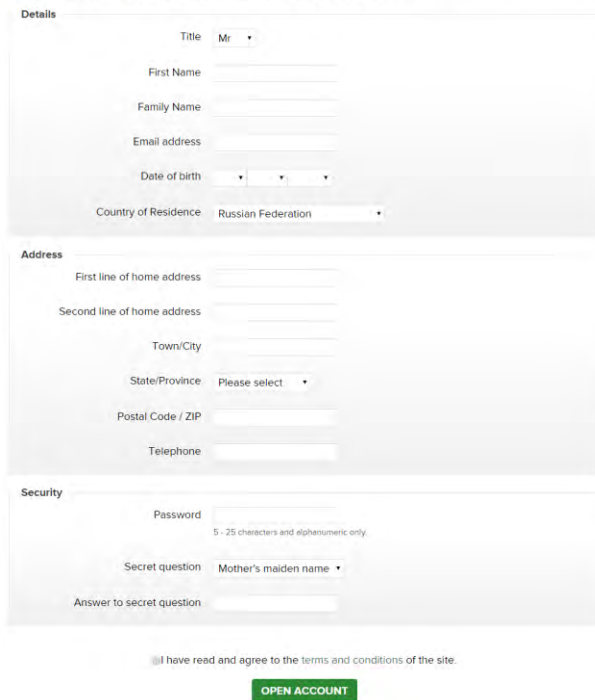
A login form with two input fields: "Login ID" and "Password". The "Login ID" field contains the text "Login ID". Below the "Login ID" field, the error message "Login ID not given." is displayed in red. Below the "Password" field is a green button labeled "LOGIN".

If a user entered an email address (i. e. xxx@yyy.zz), explain him that he should use login ID, not email.

RL030 Account opening form looks too long:

Account Opening

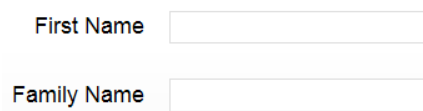
Make a deposit using credit card, bank wire, cheque and e-cash. Accounts are available in dollars, pounds and euros. The minimum account size is (\$/€/£) 5 and the maximum account size is (\$/€/£) 150,000.



A long account opening form with three main sections: "Details", "Address", and "Security". The "Details" section includes fields for Title (Mr), First Name, Family Name, Email address, Date of birth, and Country of Residence (Russian Federation). The "Address" section includes fields for First line of home address, Second line of home address, Town/City, State/Province (Please select), Postal Code / ZIP, and Telephone. The "Security" section includes fields for Password (5-25 characters and alphanumeric only), Secret question (Mother's maiden name), and Answer to secret question. At the bottom, there is a checkbox for "I have read and agree to the terms and conditions of the site." and a green button labeled "OPEN ACCOUNT".

The fewer fields you ask to fill in, the better the odds are of people completing your form^{3,4}. Are all these fields absolutely necessary? Is it possible to ask for some information later?

RL050 Users expect to see first and family name written on a single line⁵:



Two separate input fields for "First Name" and "Family Name".

³ “The fewer questions, the better”: p. 31 in: Jarrett C., Gaffney G. (2008) *Forms that Work: Designing Web Forms for Usability*, Burlington: Morgan Kaufmann.

⁴ [Case Study: Fewer Input Fields Increases Conversions.](#)

⁵ [Web form design guidelines: an eyetracking study.](#)

RL060 Family name is actually the first name in many cultures⁶. Consider combining these two fields into a single **Full name** field as W3C suggests⁷:

Full name

RL070 Date of birth, street address, city, state and telephone number fields are well-known conversion killers⁸:

Asking for age reduces conversion rate by 3%.

Asking for a telephone number (or implying user would be called) causes a 5% dip.

Asking for city and state reduces rate by 2%.

Asking for street address reduces rate by 4%.

I understand that these fields may be dictated by legal issues, but try to replace the date of birth with “I confirm I am aged 18 years or older” (or something similar) and consider postponing asking about the address and the telephone number to some later moment.

RL080 Distinguish between mandatory and optional fields⁹. It is also recommended to mark both the required *and* optional fields explicitly¹⁰.

RL090 Poor error message:

Telephone +44 (0) 20 3239 2211

Invalid telephone number.

It is not clear what’s wrong with this number: it was copied from your own **Contact us** page. Recommendation is to accept phone numbers in any format. (If you use phone numbers for some automatic services like sending SMS, then provide format for entering correct phone numbers.)

⁶ P. 246 in: Nielsen J. (1993) *Usability Engineering*, San Francisco: Morgan Kaufmann.

⁷ See section “Implications for field design” in: [Personal names around the world](#).

⁸ [How To Optimize Contact Forms For Conversions \[Infographic\]](#).

⁹ [Distinguish Required and Optional Date Entry Fields](#).

¹⁰ [E-Commerce Checkouts Need to Mark Both Required and Optional Fields Explicitly \(Only 9% Do So\)](#).

RL100 If a user is logged in with his virtual money account and he wants to upgrade to real money account, he is asked to enter a password anyway:

Password
5 - 25 characters and alphanumeric only.

It is not clear if he should enter his existing password or create a new one. (Approx. 40% of users say they would rather undertake household chores like cleaning the toilet than have to create another password¹¹.) Recommendation is to prefill **Password** field with user's existing password and provide a functionality to view it ("view password" icon).

RL110 Users often do not notice terms of service checkboxes:

I have read and agree to the [terms and conditions](#) of the site.

It is recommended to replace this checkbox with a combination of terms of service agreement and primary action button¹²:

By clicking "Register" you agree to eBay Express's [privacy policy](#) and [terms of use](#). You also agree to be contacted for marketing purposes, but you can change your notification preferences in your account.

Register

By clicking on the button below, I agree with the [Terms of Service](#).

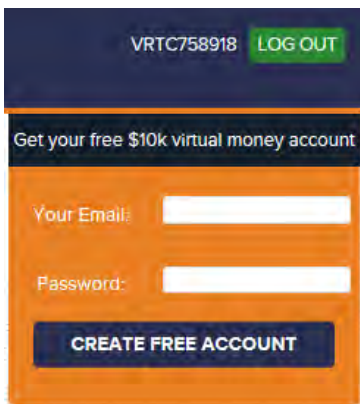
Agree & Place Order [Cancel Order](#)

FIGURES 6.15 & 6.16

Two approaches for combining terms of service agreement and form completion into a single action.

Homepage

HP010 Registration form is still visible to *logged-in* users:



VRTC758918 **LOG OUT**

Get your free \$10k virtual money account

Your Email:

Password:

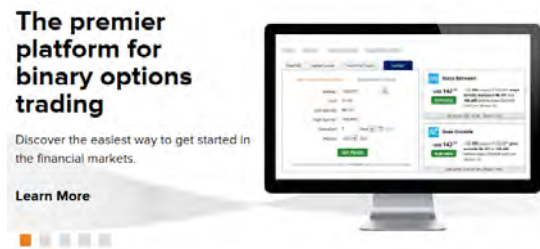
CREATE FREE ACCOUNT

It shouldn't.

¹¹ [Online Americans Fatigued by Password Overload Janrain Study Finds.](#)

¹² P. 101 in: Wroblewski L. (2008) *Web Form Design: Filling in the Blanks*, Brooklyn: Rosenfeld Media.

HP040 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful¹³.



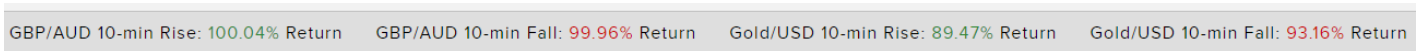
Remove the carousel completely or replace it with a couple of static banners¹⁴.

HP080 In this context, an emblem to the left looks like a fake award:

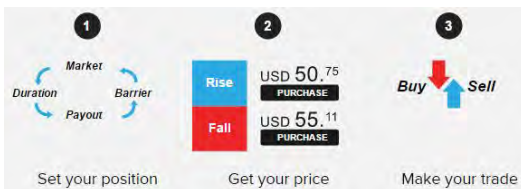


This doesn't add visitors' trust to your website.

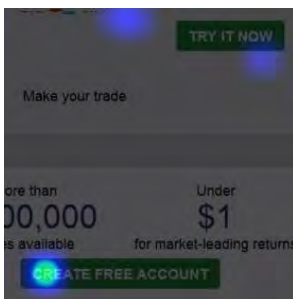
HP090 Ticker tape is probably an unnecessary and useless attention distractor:



HP100 This is barely a good explanation of the trading process for novices:



HP110 Try it now receives much smaller number of clicks if compared to Create free account:



¹³ See e. g. [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).

¹⁴ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content": page 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#).

Consider removing **Try it now** or rephrasing the CTA.

Payment methods

Payment methods

You can fund your account with a minimum of \$/£/€ 5 via any of the methods.

[OPEN AN ACCOUNT NOW](#)

Method	Currencies	Min-Max Deposit	Min-Max Withdrawal	Processing Time
Bank wire/Money transfer				
	USD GBP EUR AUD	25 - 100,000	25 - 100,000	Deposit: 5 working days Withdraw: 5 working days
	USD GBP EUR AUD	25 - 50,000	25 - 10,000	Deposit: 5 working days Withdraw: 5 working days
	USD GBP EUR AUD	10 - 3,000	50 - 250	Deposit: 1 working days Withdraw: 2 working days
	USD GBP EUR AUD	100 - 5,000	100 - 5,000	Deposit: 5 working days Withdraw: 5 working days
Credit/Debit Card				
	USD GBP EUR AUD	10 - 10,000	10 - 10,000	Instant Withdraw: 3 working days

PM010 Explain at the beginning of the page that you do not charge fees for payouts or deposits.

PM020 It is not good to start with slowest payment methods (and how many clients actually use these methods?). Start with credit cards.

PM030 Looks like a discrepancy:

You can fund your account with a minimum of \$/£/€ 5 via any of the methods.

[OPEN AN ACCOUNT NOW](#)

Method	Currencies	Min-Max Deposit	Min-Max Withdraw
Bank wire/Money transfer			
	USD GBP EUR AUD	25 - 100,000	25 - 100,000
	USD GBP EUR AUD	25 - 50,000	25 - 10,000

About us

Group Information

AU020 Carelessness: cropped logo:



Group History

AU030 Discrepancy:

About Us

The Binary.com service (formerly known as BetOnMarkets.com) is owned and operated by the Binary Ltd. Fully licensed and regulated, Binary.com has been providing financial trading to a worldwide audience of over 300,000 clients since 1999.

<https://www.binary.com/about-us?l=EN>

Binary.com reaches \$2 billion turnover since starting in 1999

Binary.com has over 800,000 clients in its database and reaches the US\$2 billion milestone in our 15th year, making us one of the leading binary options providers.

<https://www.binary.com/group-history?l=EN>

FAQ

FA010 Bug: Mouse click doesn't work in this field in IE and Safari:

SEARCH

Works ok in Chrome.

Deposit and withdrawal

DW010 It is not clear what these buttons do here:

Cashier **Deposit** **Payout**

DEPOSIT TO ACCOUNT

Welcome Ivan.
Complete your Binary (CR) SA USD deposit quickly and securely via one of our payment options below. For assistance, please contact [Customer Services](#).

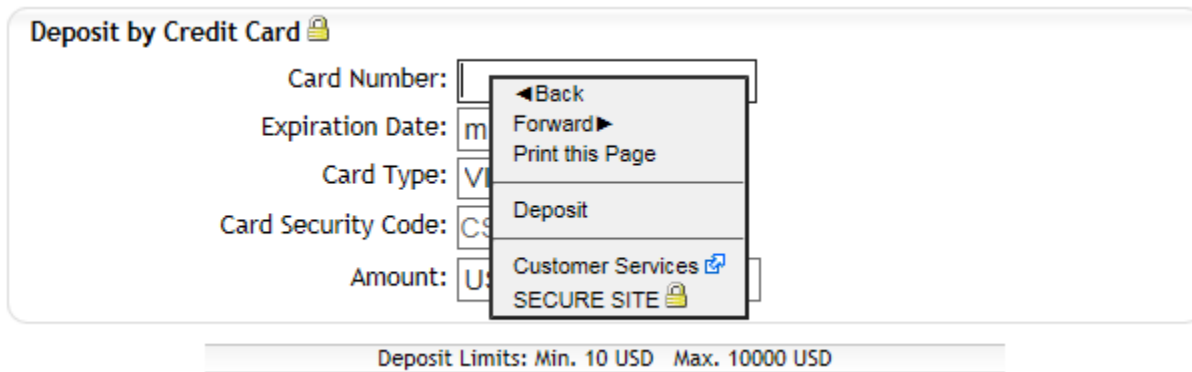
DEPOSIT NOW! Filter by Country: Russian Federation

CASHU
Use your cashU account to make online payments.
[Sign up for Free](#) [Learn more](#)

Perfect Money
Make instant payments easily and securely over the Internet.
[Sign up for Free](#) [Learn more](#)

Live Chat

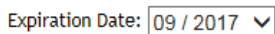
DW030 Right mouse click brings up a strange popup menu:



The screenshot shows a form titled "Deposit by Credit Card" with fields for Card Number, Expiration Date, Card Type, Card Security Code, and Amount. A context menu is overlaid on the form, containing the following items: Back, Forward, Print this Page, Deposit, Customer Services (with an external link icon), and SECURE SITE (with a lock icon). Below the form, a bar indicates "Deposit Limits: Min. 10 USD Max. 10000 USD".

Naturally, users will copy and paste their credit card numbers and they expect a normal browser's menu with **Paste** command.

DW040 Combining month and year in a single field is unusual and is probably not a good idea because the resulting list is too long:



The screenshot shows an "Expiration Date:" label followed by a dropdown menu displaying "09 / 2017".

DW050 Bug: Reload Cashier link doesn't work:

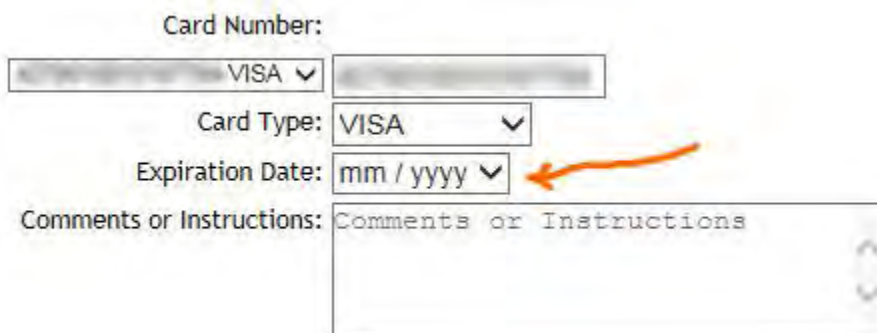
Your cashier session has expired

Either you left the cashier idle for a while or we were not able to log you in properly.

To continue using our cashier system, please try accessing it again:

[Reload Cashier](#)

DW060 Request payout form doesn't remember card expiration date:



The screenshot shows a "Request payout" form with fields for Card Number, Card Type (VISA), Expiration Date (mm / yyyy), and Comments or Instructions. A red arrow points to the Expiration Date dropdown menu.

Trading

TR010 This menu suffers from a serious diagonal problem¹⁵:

¹⁵ See section "Speed" in [Mega Menus Work Well for Site Navigation](#).

Start Trading My Account Cashier Resources Charting
 Forex Indices Commodities Randoms Smart Indices

Start Trading My Account Cashier Resources Charting
 Portfolio Profit Table Statement Password Settings Affiliate

Add a delay or better make the submenu vertical.

TR020 In general, the trading interface looks cluttered and ugly. Too many popups, too many clicks, and too slow:

Start Trading My Account Cashier Resources Charting

USD 20.00 payout if AUD/JPY is strictly higher than entry spot at 5 minutes after contract start time.

Table	Chart	Explanation
Start Time	Now	End Time
2015-02-06 00:13:13	2015-02-06 00:14:41	2015-02-06 00:18:13
	1 minute 27 seconds	3 minutes 32 seconds
Entry Spot	Current Spot	Exit Spot
91.641	91.652	
barrier: entry spot	barrier: current spot minus 0.011	
Purchase Price	Indicative Price	Final Price
USD 9.94	USD 11.71	
	17.77%	

Resale of this contract is not offered with less than 15 minutes remaining.

GET PRICES VIEW

This market closes early today at 21:00GMT

Account balance: USD 40.06

Chart Explanation Daily Prices Intraday Prices

10min 1h 6h 12h 1d 2d 5d 1w 2w 1m 3m 1y

AUD/JPY

My general impression is that all this can be and should be redesigned with an interface without any popups and with dramatically reduced number of clicks.

TR030 Information density is very low (causing too much eye movements) and font size is too small:

USD 20.00 payout if AUD/JPY is strictly higher than entry spot at 5 minutes after contract start time.		
Table	Chart	Explanation
Start Time	Now	End Time
2015-02-06 00:13:13	2015-02-06 00:14:41 1 minute 27 seconds	2015-02-06 00:18:13 3 minutes 32 seconds
Entry Spot	Current Spot	Exit Spot
91.641 <small>barrier: entry spot</small>	91.652 <small>barrier: current spot minus 0.011</small>	
Purchase Price	Indicative Price	Final Price
USD 9.94	USD 11.71 17.77%	
<i>Resale of this contract is not offered with less than 15 minutes remaining.</i>		

USD 20.00 payout if AUD/JPY is strictly lower than entry spot at 5 minutes after contract start time.	
Table	Explanation
Start Time	End Time
2015-02-06 00:57:05	2015-02-06 01:02:05
Entry Spot	Exit Spot
92.011 <small>barrier: entry spot</small>	91.972 <small>barrier: exit spot plus 0.039</small>
Purchase Price	Final Price
USD 11.95	USD 20.00 67.36%
<i>This contract has expired.</i>	

Profit table, Statement

2015-02-06 01:15:26	5067434581	Sell	USD 20.00 payout if AUD/JPY is strictly higher than entry spot at 5 minutes after contract start time.	20.00	30.36
			VIEW		
2015-02-06 01:15:26	5067434521	Sell	USD 20.00 payout if AUD/JPY is strictly lower than entry spot at 5 minutes after contract start time.	0.00	10.36
			VIEW		
2015-02-06 01:09:48	5067401421	Buy	USD 20.00 payout if AUD/JPY is strictly higher than entry spot at 5 minutes after contract start time.	-10.06	10.36
			VIEW		

PS010 These tables use large font size and because of this are too long and not comprehensible. By the way, pictograms of these tables demonstrate more appropriate font size and information density:

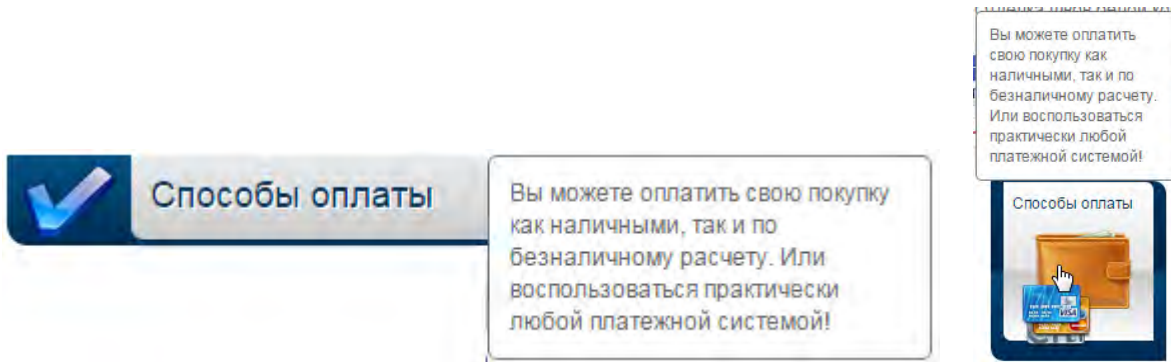
1.64	3.00	1.36
25.00	49.25	24.25
1.52	3.00	1.48
5.40	10.00	4.60
1.68	0.00	-1.68
1.66	0.00	-1.66
2.69	0.00	-2.69

Recommendation is to present **Profit table** and **Statement** in a grid-like manner. Buttons **View** are probably unnecessary because it is possible to use links to view details:

[5067660321](#) 2015-02-06 01:47:34 USD 20.00 ▫ AUD/JPY ▫ higher ▫ 30 sec 7.74 2015-02-06 01:48:28 15.00 7.56

Что видно в Вебвизоре

WV010 Отсутствие других способов оплаты, кроме как наличными курьеру, – явная проблема для покупателя. Кроме того, сайт вводит его в заблуждение:

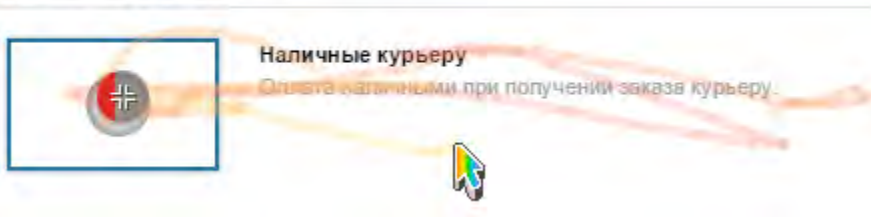


Люди это читают, а потом застревают на чекауте в полных непонятках. При этом разделы **Заказ и оплата**, **Доставка** не дают разъяснения вопроса (люди туда идут достаточно активно, особенно те, кто всерьёз настроен что-то купить). На странице **Заказ и оплата**, которая в действительности озаглавлена **Помощь покупателю**, ровным счётом ничего не говорится об оплате.

Пользователи даже специально забрасывают первый попавшийся товар в корзину и идут на чекаут, чтобы выяснить варианты оплаты. У вас это наверно идёт в статистику как брошенные корзины, хотя причина в другом.

Отчаянный клик по оплате курьеру в надежде на то, что появятся какие-то другие варианты:

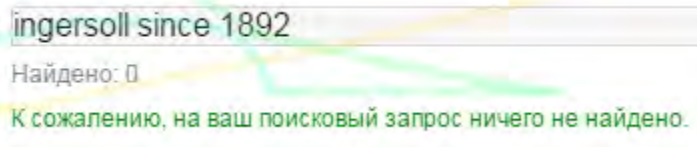
Платежная система



(Перед этим всё кругом нервно изъезжено мышью.)

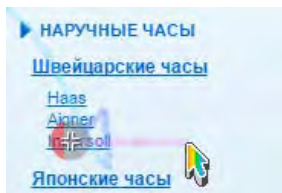
В целом справочные страницы в их нынешнем виде – это серийные киллеры конверсии. Надо серьёзно доводить их до ума.

WV020 Такой запрос не должен приводить к пустой выдаче:



Надо наладить поиск.

WV030 Посетитель хотел *Ingersoll*, но сайт ему показывает *Haas*:



Ingersoll. Швейцарские часы



Надо проверить работу всех ссылок в фильтре.

WV035 Кстати, выглядит не как фильтр, хотя находится на том месте, где обычно размещается фильтр. У правильного фильтра должны быть чекбоксы.

WV040 Посетители смотрят страницу **Гарантия**, но там про гарантии ничего не сказано.

WV050 Должно быть очевидно, что кликабельно, а что нет:

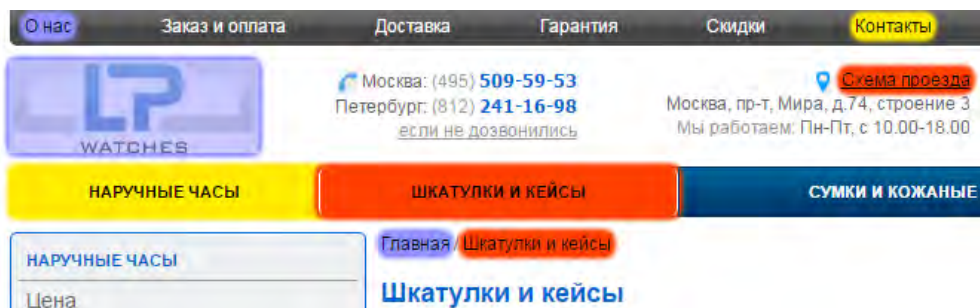
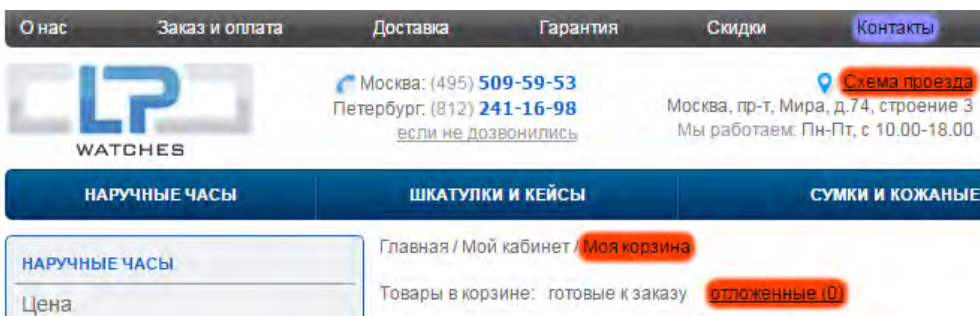
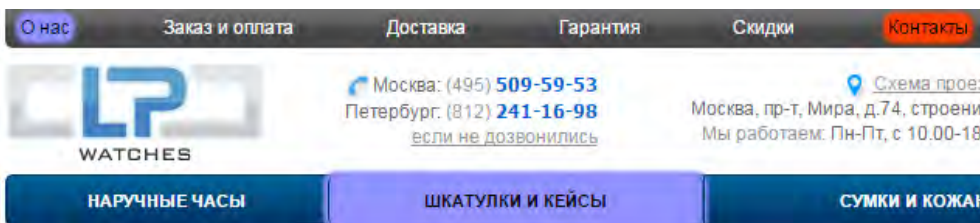


Шкатулка Luxewood
LW642-11
LW642-11
17 020 руб

Название товара кликабельно, но таковым не выглядит. Цена выглядит кликабельной, но таковой не является. Люди часто кликают по некликабельному, особенно на мобильных устройствах:



WV060 Посетители довольно часто хотят сконтактировать с вами (**Контакты** – самая популярная ссылка из всех справочных страниц):



Москва: (495) **509-59-53**
 Эрбург: (812) **241-16-98**
 если не дозвонились

Схема проезда
 Москва, пр-т, Мира, д.74, строение 3
 Мы работаем: Пн-Пт, с 10.00-18.00

ШКАТУЛКИ И КЕЙСЫ **СУМКИ И КОЖАНЫЕ**

Главная / О нас / **Контакты**

Задайте вопрос

Уважаемые покупатели!

Прежде чем задать свой вопрос, обратите внимание на раздел [Помощь](#) — исчерпывающая информация по решению вашей проблемы.

Ваше имя*

Но предлагаемая форма **Задайте вопрос** – это не то, что нужно посетителям. (Кто-нибудь вообще заполняет эту форму?)

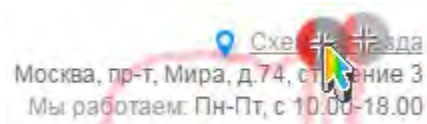
Страница **Контакты** должна содержать много важных вещей. В первую очередь, номера телефонов и кликабельный емейл. Кроме того, адрес, схема проезда и фото офиса позволяют посетителям убедиться, что они имеют дело с реально существующей фирмой, а не чисто виртуальным образованием. Ваша страница контактов скорее убеждает посетителей в обратном.

Контакты – самая «популярная» точка выхода с сайта среди справочных страниц:

URL	Визиты	Отказы	Глубина просмотра	Время на сайте
1. lpwatches.ru/boxes/watch-box/	158 15,8%	29,8%	1,6	00:01:05
2. lpwatches.ru	67 6,7%	50,7%	1,6	00:00:43
3. lpwatches.ru/boxes/watch-box-auto/	48 4,8%	31,3%	2,5	00:02:40
4. lpwatches.ru/boxes/jewelry-box/	38 3,8%	34,2%	1,9	00:00:53
5. lpwatches.ru/boxes/zaponka-box/	29 2,9%	24,1%	4,1	00:03:25
6. lpwatches.ru/boxes/watch-box/?sort=fcte	13 1,3%	0,0%	2,5	00:00:59
7. lpwatches.ru/about/contacts/	12 1,2%	16,7%	4,3	00:03:29

Это нужно исправлять.

WV065 Схема проезда обязана работать:



WV070 Посетители обращают внимание на рейтинг, поскольку он на очень заметном месте:



Нулевой рейтинг желания купить товар не добавляет.

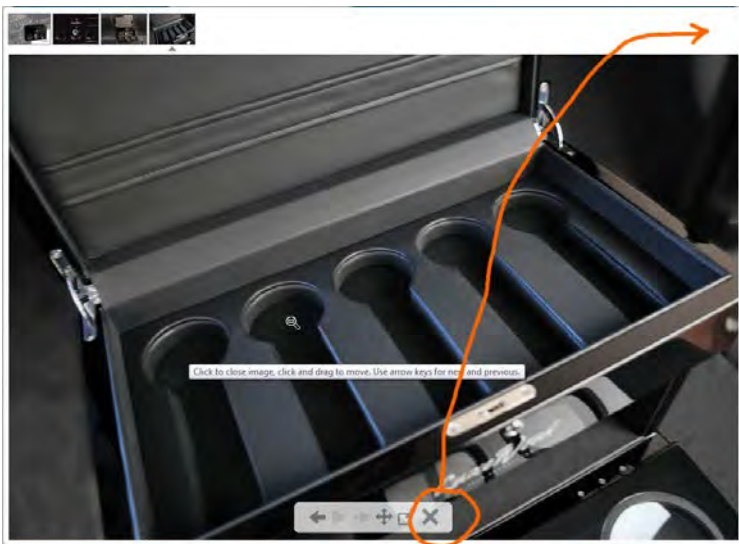
WV080 Посетители кликают по **наличие уточняйте**, резонно полагая, что это кнопка, позволяющая уточнить наличие:



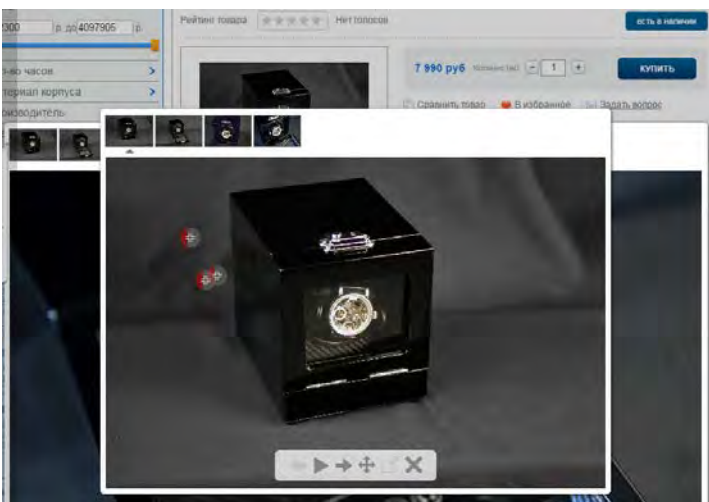
Отнюдь.

WV090 На мобильных устройствах есть проблемы с просмотром увеличенных изображений товаров на карточке товара. Такое впечатление, что сперва не понимают, как его открыть, а потом не знают, как убрать. Не пытался воспроизвести это на мобильнике. Надо разобраться, что там такое.

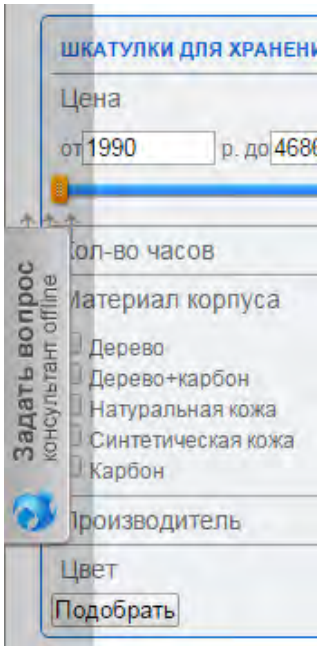
WV095 Закрывающий крестик не все видят, потому что он не на своём месте – должен быть в правом верхнем углу:



WV098 Здесь мобильный пользователь в попытках закрыть увеличенное изображение вместо этого как-то открыл второе увеличенное изображение поверх первого:

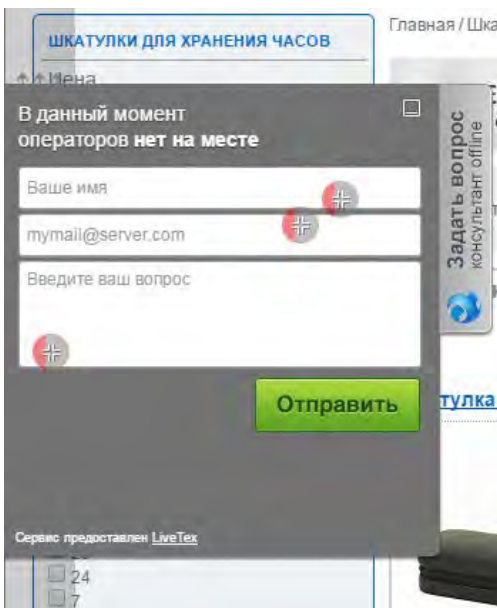


WV100 Поплавок **Задать вопрос** не должен загромождать собой ничего полезного:



Разрешение экрана 1024 вполне ходовое на мобильных устройствах и всё ещё встречается на десктопах. У мобильных пользователей возникают особые неудобства при попадании пальцем в чекбоксы фильтра.

Бывает, что палец промахивается и попадает по поплавку:



Не позавидуешь этим людям...

WV105 Если вопросы через канал связи с консультантом никто не задаёт, надо сносить этот поплавок (не имею ничего против фиксированной кнопки **Онлайн-консультант** где-нибудь в шапке, рядом с телефонными номерами). Поплавки (и вообще любые объекты, загромождающие веб-страницу) в принципе нервируют многих пользователей.

WV110 Это конечно выглядит странно, но пользователи регулярно кликают неработающие кнопки прокрутки миниатюр:



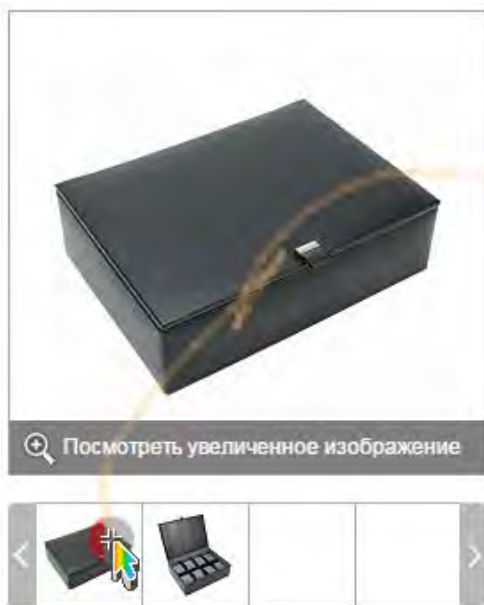
Надо убрать эти кнопки, если нечего скроллировать.

WV120 Не нужно показывать товары, которых нет в наличии. Возникает впечатление, что теряете покупателей из-за этого. Порой в каталоге целые простыни из отсутствующих товаров.

WV130 Возникла возможно крайне плодотворная идея, что заглавным фото надо ставить шкатулку в открытом, а не закрытом виде. То есть, в каталоге надо показывать открытые шкатулки (если конечно на крышке нет какой-то выдающейся хохломы).

Простое наблюдение: загрузив карточку товара, пользователь первым делом выбирает фото шкатулки в открытом виде. Ну так пусть он видит открытую шкатулку прямо в каталоге.

WV140 Надо подсвечивать в списке миниатюр показанный на фото вид, чтобы люди попусту не кликали:



WV150 Посетители регулярно выделяют и копируют названия моделей, вероятно, чтобы поискать их в другом месте:



Гарантия лучшей цены притормозила бы некоторых.

WV160 Мобильные пользователи тапают некликабельные заголовки, поскольку они выглядят совершенно как ссылки:



Нессылки не должны выглядеть как ссылки. Но в данном случае было бы вполне естественно сделать этот заголовок ссылкой.

WV170 Надо бы с этим разобраться (высветилось после нажатия кнопки **Оформить заказ**):

Главная / Мой кабинет / Мои заказы / Оформление заказа

Ошибка формирования заказа

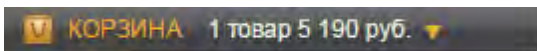
Заказ №899 не найден. Пожалуйста обратитесь к администрации интернет-магазина или попробуйте оформить ваш заказ еще раз.

Вот этот сеанс:

Список просмотров	Карта посещения			
▶ Шкатулка LC Designs 70908 купить в интернет магазине с доставкой по отличной цене www.lpwatches.ru/boxes/...signs-co-ltd-70908.html	00:03			
▶ Шкатулка LC Designs 70908 купить в интернет магазине с доставкой по отличной цене www.lpwatches.ru/boxes/...signs-co-ltd-70908.html	00:18			
▶ Моя корзина www.lpwatches.ru/personal/cart/	00:05			lpwatches.ru/boxes/watc...signs-co-ltd-70
▶ Оформление заказа www.lpwatches.ru/personal/order/make/	01:43			lpwatches.ru/personal/order/
▶ Оформление заказа www.lpwatches.ru/personal/order/make/?ORDER_ID=899	00:10			lpwatches.ru/personal/order/make/
▶ Мои заказы www.lpwatches.ru/personal/order/	00:14			lpwatches.ru/personal/order/make/?ORDI
▶ Мои заказы www.lpwatches.ru/personal/order/?filter_history=Y	00:02			lpwatches.ru/personal/order/
▶ Мои заказы www.lpwatches.ru/personal/order/?show_all=Y	00:03			lpwatches.ru/personal/order/?filter_histor
▶ Мои заказы www.lpwatches.ru/personal/order/?filter_history=Y	00:00			lpwatches.ru/personal/order/
▶ Оформление заказа www.lpwatches.ru/personal/order/make/?ORDER_ID=899	00:09			lpwatches.ru/personal/order/make/

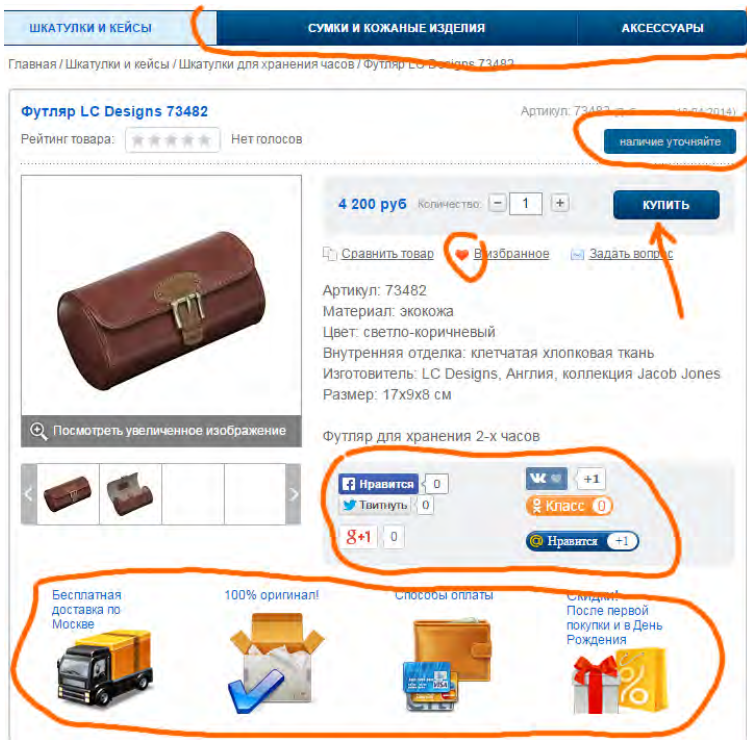
Экспертные соображения

EX010 Корзина плоховато видна:



Она должна хорошо контрастировать с окружающими объектами.

EX020 У целевой кнопки слишком много визуальных конкурентов, она теряется на странице:



Цвет кнопки действия не должен совпадать с общей палитрой сайта. Ваш сайт «синий», поэтому кнопка действия не должна быть синей. Нужен лучший цветовой контраст и больший размер кнопки (размер прямо влияет на конверсию). Можно попробовать более крупную оранжевую кнопку.

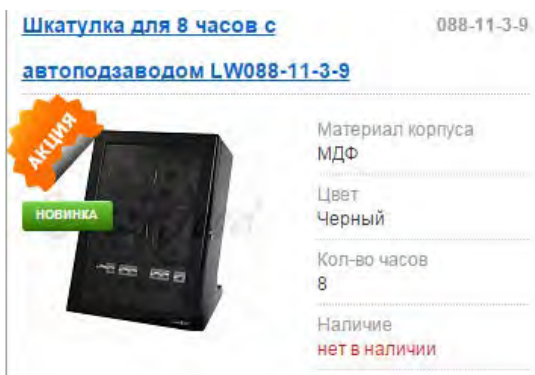
EX030 У кнопки **Добавить в корзину** конверсия обычно выше, чем у **Купить**. Поменяйте название.

EX040 Надо также сделать кнопку действия более выпуклой (имеется в виду трёхмерный эффект). Люди более охотно кликают по выпуклым кнопкам, чем по плоским.

EX050 При наведении мыши цвет кнопки должен становиться более интенсивным (сейчас кнопка не реагирует на мышшь). Тем самым кнопка как бы подмигивает покупателю: «ну давай, сестрёнка, жми меня». При клике мышью кнопка должна притапливаться.

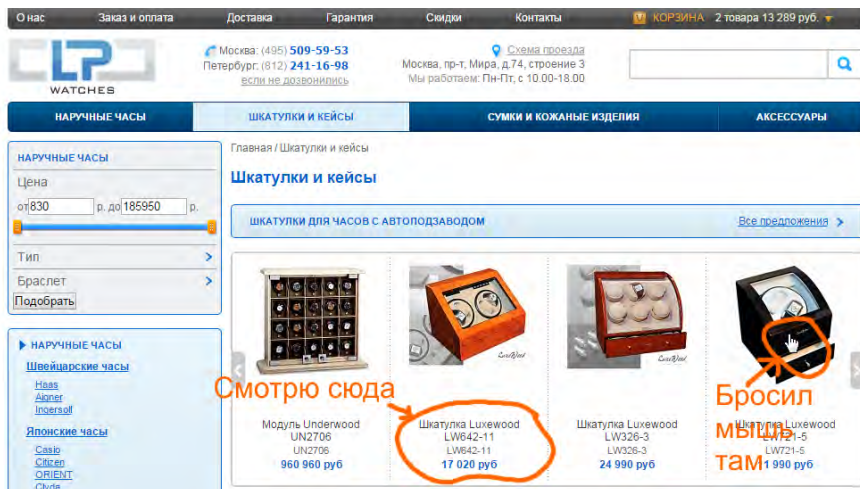
EX060 Визуально конкурирующие объекты нужно приглушить или вообще убрать. Соцкнопки – кандидат на ликвидацию № 1.

EX070 Товар, помеченный *любым* бейджем, обязан быть в наличии:

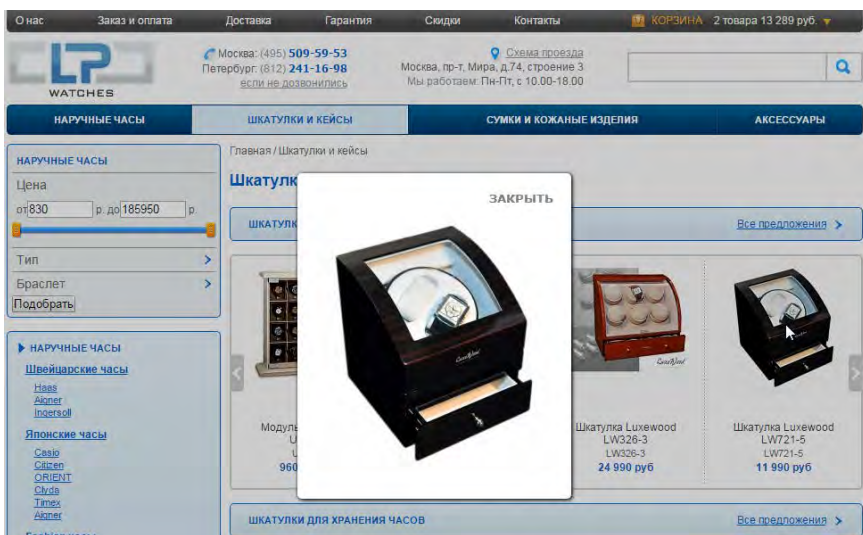


(Я.Метрика показывает, что на вашем сайте товары с бейджами действительно привлекают внимание посетителей.)

EX080 Не нужно показывать увеличенное изображение товара при задержке на нём мыши. Зрительный фокус пользователя далеко не всегда совпадает с положением мыши. Пользователь может бросить мышь где угодно и смотреть совсем в другое место экрана:



Результат:



В итоге юзер начинает следить за тем, куда он бросил мышь, вместо того, чтобы просматривать товары.

Самое забавное, что увеличенное изображение закрывается *до того*, как юзер подводит мышь к **ЗАКРЫТЬ**.

EX090 При клике по изображению товара сначала появляется его увеличенное фото и тут же идёт переход на карточку товара. Выглядит хаотично, особенно на мобильных устройствах.

EX100 Для посетителей из Москвы вместо этого баннера нужно показывать баннер «Бесплатная доставка по Москве для всех заказов» (размер баннера у вас правильный):

СЛЕДИТЕ ЗА ТОВАРАМИ НЕДЕЛИ!

Вернем часть стоимости на счет мобильного телефона



EX110 Используйте на баннерах доставки не грузовик, а, к примеру, легковой пикап. Будет лучше соответствовать габаритам товара и создавать впечатление быстрой доставки (грузовики ездят медленно, и в Москве для них ограничения в дневное время).


Бесплатная
доставка по
Москве



EX120 Не следует использовать визуально зашумлённые изображения товаров:



EX130 Не понятно, как перейти в список сравнения после добавления в него товара:

 [В списке сравнения](#)


Мало кто догадается кликнуть по только что кликнутому объекту ещё раз. Обычно проход в список сравнения располагается вверху страницы неподалёку от корзины. Там и будут искать.

EX140 Не понятно, какой вариант выбран:

Показаны: все характеристики [только различающиеся](#)

Надо выделить выбранный вариант рамкой или фоном.

EX150 При клике **В избранное** ничего не происходит:

 [В избранное](#)

Как это должно работать по идее?

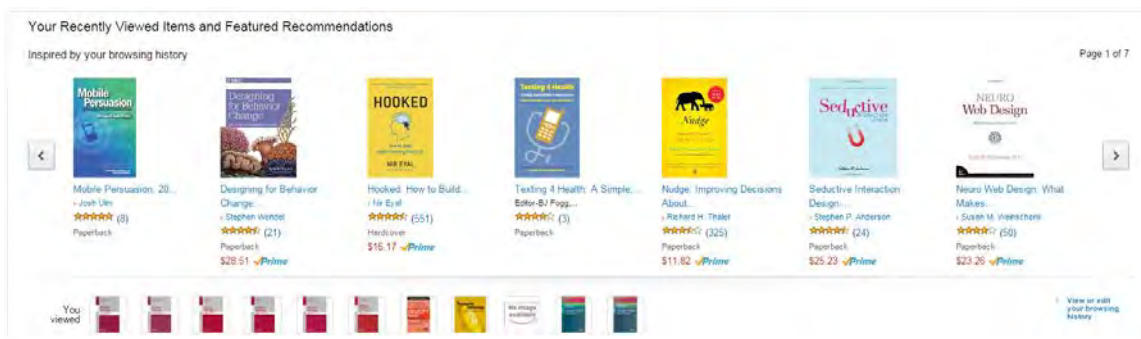
EX160 Смотревшие товар XXX купили – неправильная формулировка:

[Смотревшие "Шкатулка LC Designs 70884" купили...](#)

Это может восприниматься так: «все, смотревшие товар XXX, не стали его покупать: и что ты тогда зависаешь на странице XXX? уходи с этой страницы!».

Здесь нужно показывать товары, *аналогичные* XXX, а не выборку весьма отличающихся товаров, которая выглядит вполне случайной. Подходящее название для секции: **Похожие товары**.

Достойный рассмотрения пример даёт Амазон:



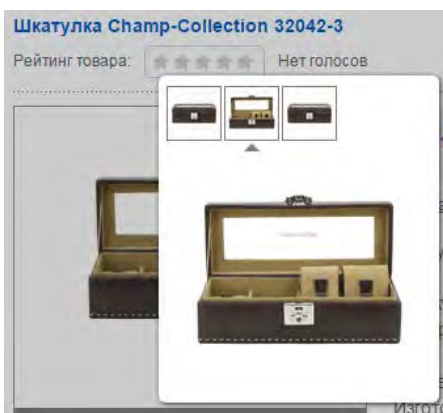
Они показывают как историю просмотренных товаров (мелкие внизу), так и похожие товары, подобранные на основании истории просмотра (верхний ряд). В явном виде объясняется, на основании чего сформированы эти списки.

EX170 Непонятный набор контролов для увеличенных изображений:



Во-первых, эти контролы не должны появляться/исчезать по движению мыши. Стрелки вперед-назад должны быть постоянно видны и располагаться как положено по бокам фотографии. Эти контролы не нужны: ► ⊕ ⊞ . Закрывающий крестик должен быть в правом верхнем углу и тоже постоянно виден. Увеличенное изображение не должно исчезать само собой.

EX180 Увеличенное изображение должно быть действительно увеличенным, а не копией исходного:

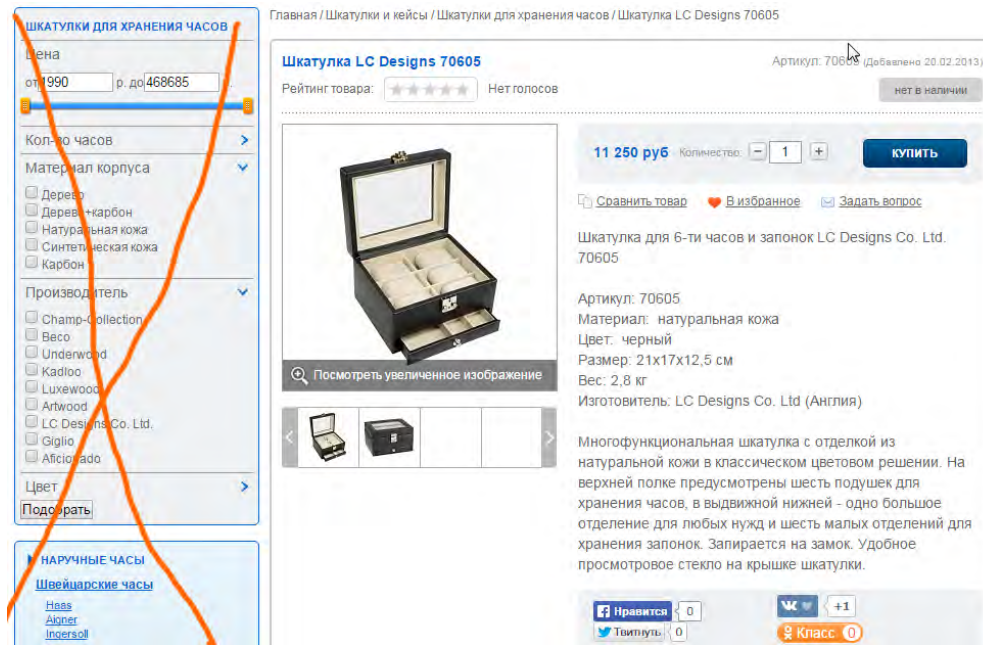


EX190 Размер окна просмотра увеличенного изображения должен быть одинаковым для всех изображений (не должен зависеть от актуального размера картинки).

EX200 Хлебные крошки должны выглядеть кликабельно, это важный элемент навигации по сайту:

Главная / Шкатулки и кейсы / Шкатулки для хранения часов / Шкатулка LC Designs 70605

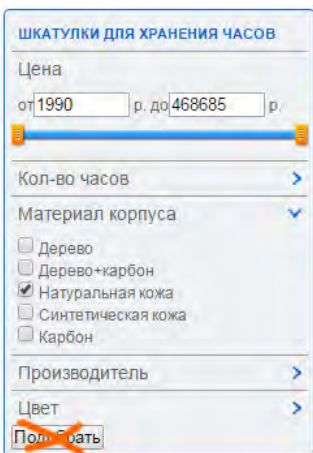
EX210 На карточке товара фильтры не нужны:



Надо их сносить и за счёт этого делать фото в два раза больше (большие фотографии увеличивают конверсию). Может быть, тогда увеличенные изображения особо не понадобятся пользователям.

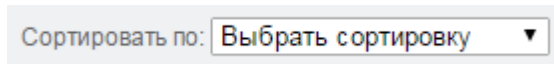
EX220 Вместо продающего описания товара часто приводится инструкция по эксплуатации. Это неадекватная замена нормальному описанию товара.

EX230 Пользователи привыкли, что на современных сайтах выдача динамически фильтруется без необходимости нажатия кнопки **Подобрать**:



Впрочем, в Вебвизоре не было замечено серьезных проблем с этим. Все находят кнопку **Подобрать**, хотя не всегда сразу.

EX240 Должна быть какая-то явно показанная дефолтная сортировка:



Дефолтная сортировка **По популярности** вполне сгодится.

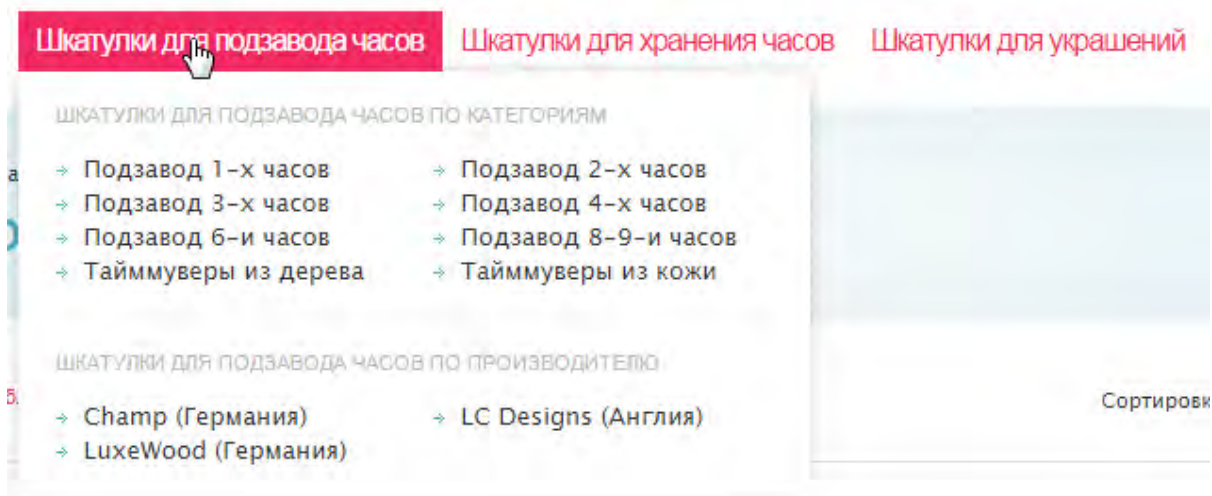
Конкуренты

Шкатулки24

CM005 Специализируются только на шкатулках.

CM010 Дизайн сайта выглядит более современным. Повышает доверие посетителя.

CM020 Более продвинутая главная навигация:



(Правда, на страницах каталога нет фильтров, что явный минус.)

CM030 При дефолтной сортировке каталога не показывают отсутствующие на складе товары попеременно с наличествующими. Отсутствующие товары кучно плетутся в хвосте. Но их вообще не надо показывать.

CM040 Дают гарантию лучшей цены, ещё и со скидкой 5%.

CM050 На карточке товара вся справочная и рекламная информация сложена компактно и всегда под рукой:

Общая информация

- О нашем магазине
- Информация о брендах
- Варианты оплаты
- Способы доставки
- Гарантия на товары
- Для оптовиков
- Скидки и акции
- Бонусная программа
- Ответы на вопросы
- **Связь с нами**
- Карта сайта



СМ060 Возможны различные виды оплаты, в том числе кредитками.

СМ070 Нулевые рейтинги и соцкнопки не бросаются в глаза. У соцкнопок нет счётчиков, показывающих сплошные нули:

☆☆☆☆☆ Нет оценок

[✎ Написать отзыв](#)

Поделиться

(Скромные значения на счётчиках соцкнопок – сигнал «не покупай!».)

СМ080 Изображения на карточках товаров более крупные.

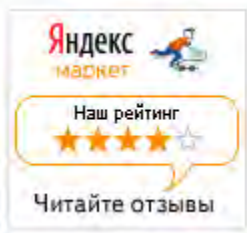
СМ090 Есть нормальные продающие описания и технические характеристики (правда, не везде). Но люди, чувствуется, их всерьёз пишут.

СМ100 Есть кликабельная электронная почта. Никаких контактных форм.



zakaz@shkatulki24.ru
opt@shkatulki24.ru

СМ110 Приличный рейтинг на Маркете. Можно пойти и почитать отзывы:



СМ120 Нормальные справочные разделы.

LuxeWoodShop

СМ200 Специализируются только на шкатулках. Монобренд.

СМ205 Пытаются произвести впечатление российского отделения известной немецкой фирмы. Возможно, успешно.

СМ207 Сайт выглядит достаточно современно.

СМ210 Бесплатная доставка по Москве и до 5 км за МКАД.

СМ215 Нормальное описание оплаты и доставки.

СМ217 Есть самовывоз.

СМ220 Гарантия лучшей цены.

СМ225 Возможны различные виды оплаты, в том числе кредитками.

СМ230 На карточках товара нормальные продающие описания, технические характеристики, понятная вкладка по оплате и доставке. Телефон, кликабельный емейл.

СМ240 Гарантии.

СМ250 Нормальная страница контактов. Есть карта.

СМ260 Интересная главная навигация. Правда, пока сложно сказать, насколько она соответствует потребностям покупателей.

[Автоподзавод часов](#) [Хранение часов](#) [Выбор по цвету](#) [Выбор по цене](#) [Коллекции](#) [Аксессуары](#)

СМ270 Больше фотографий товаров, чем на других сайтах. Общий вид и детали.

LC Designs

СМ300 Специализируются на шкатулках. Монобренд.

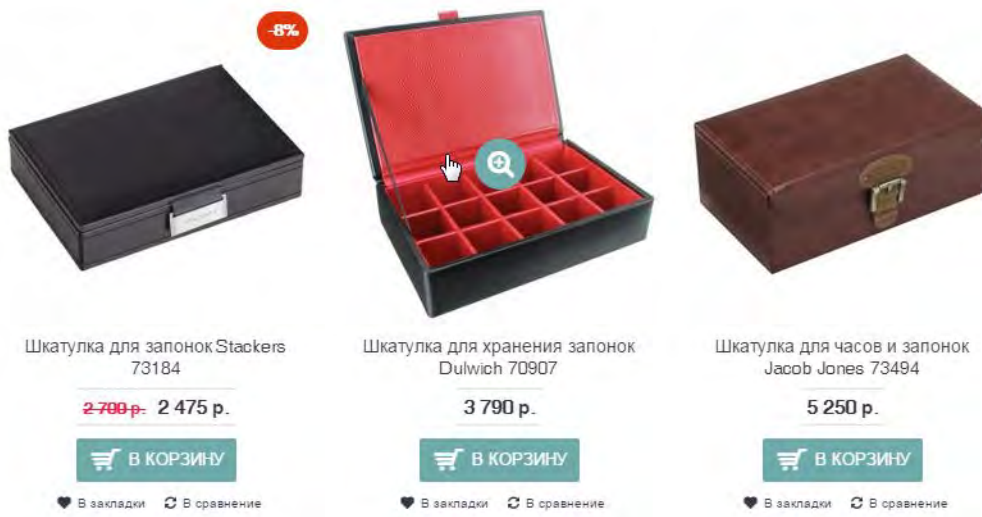
CM305 Пытаются произвести впечатление российского отделения известной британской фирмы. Возможно, успешно.

CM307 Сайт выглядит достаточно современно.

CM310 Бесплатная доставка по Москве и до 5 км за МКАД при сумме заказа от 3000 руб.

CM320 Кнопка действия называется **В корзину**, что более правильно.

CM330 Интересная находка: при просмотре каталога при наведении мыши шкатулки открываются:

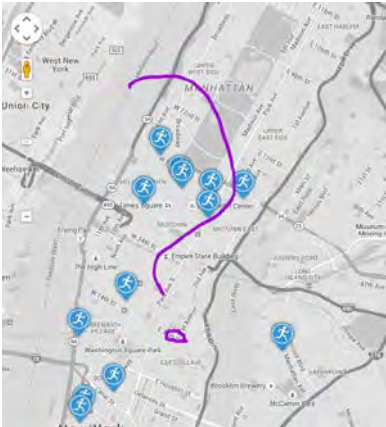


Не уверен, что это оптимальный вариант, но перекликается с моей идеей **WV130**.

Quick UX and CRO review of FitDayPass.com

Version 1 | 17.06.2015

1. I am not sure if the map is necessary. It occupies too much space but all clubs are in the same area. I would like to look at the mouse clickmap.

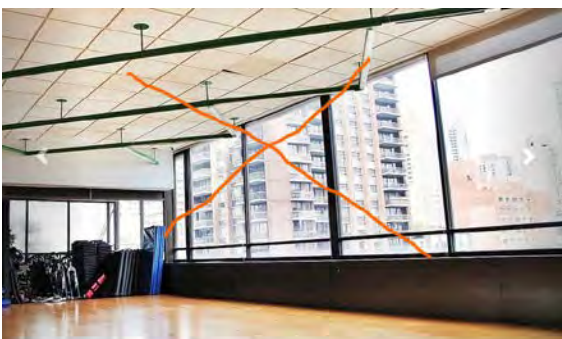


2. Avoid automatic map scaling when a user scrolls mouse wheel over a map. Scrolling mouse wheel should always scroll a page.

3. Always show a photo of club interior (with the focus on amenities) as a default photo. Nobody is interested in exteriors and window views:



Remove meaningless photos:



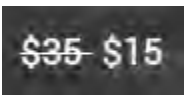
4. Make photo scrolling arrows clearly visible:



5. It is not clear that these buttons work like price selectors:



6. It is not clear what are these discounts:



Strikeout regular (or what?) prices perhaps don't work.

7. Make ratings and reviews clickable:



They must be deep links to the corresponding sections of club pages.

8. Show club amenities on the homepage:

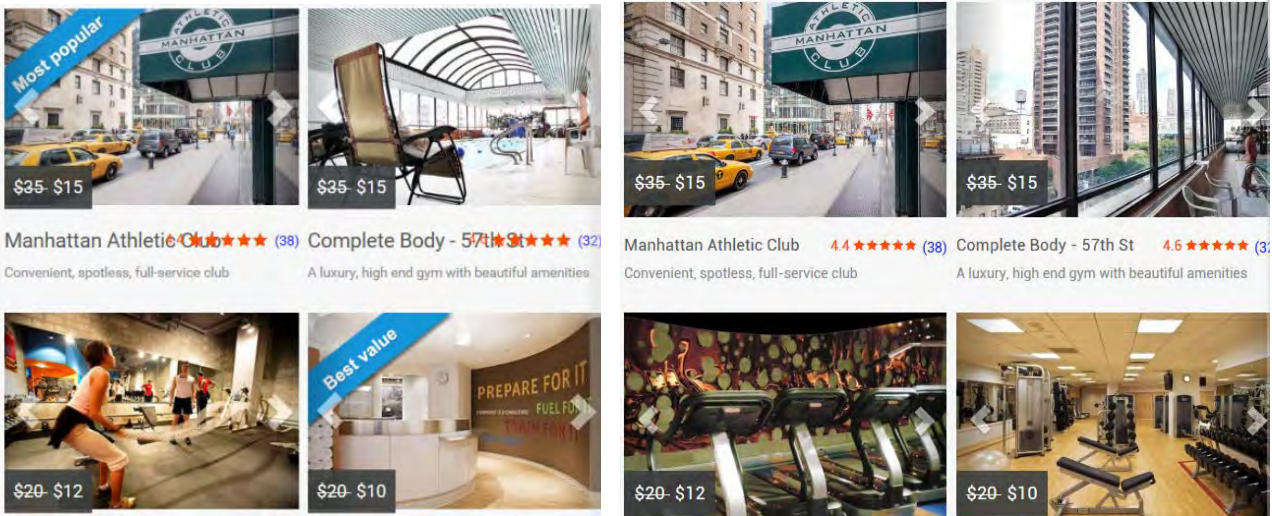
Five Points Academy 4.3 ★★★★★ (24)

A true MMA-style workout in a welcoming and friendly facility

cardio weights boxing classes

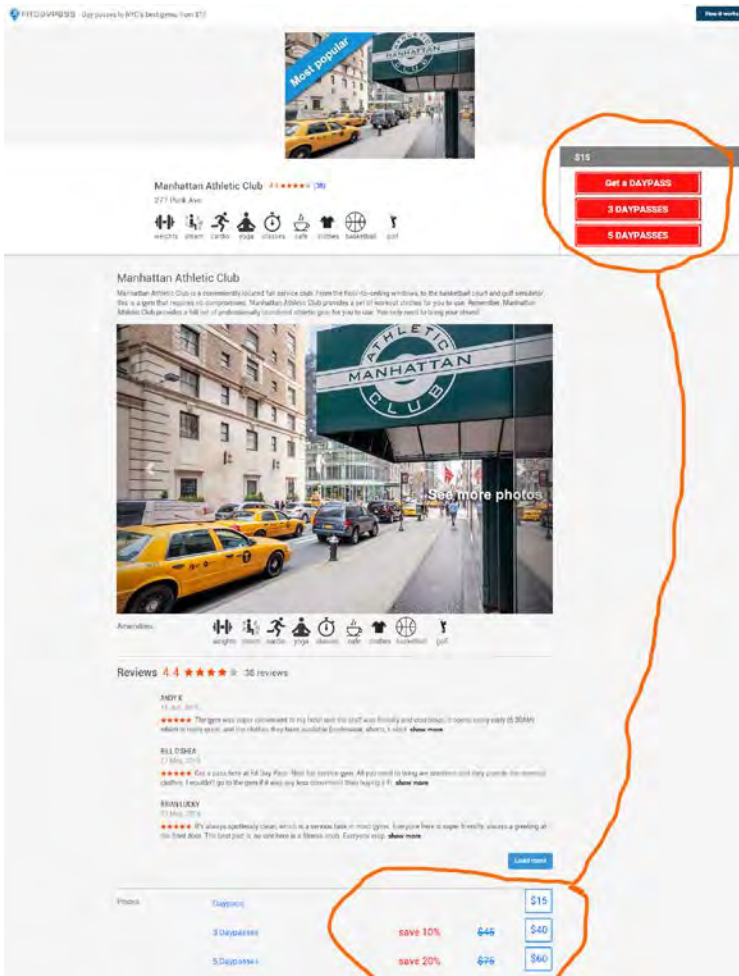
9. Avoid sticky headers. Too many people hate them viscerally.

10. I don't know why but "Most popular" and "Best value" badges are not always visible:

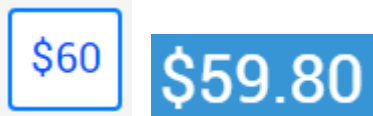


11. Avoid randomization of photo presentation. Always show the same photo as the default photo.

12. Place prices and action buttons together:



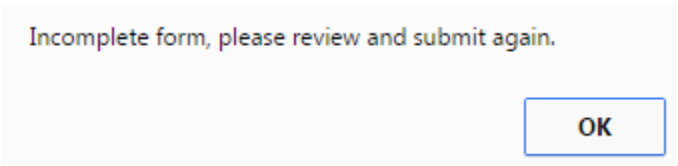
13. Avoid price surprises:



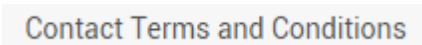
14. Remove "Promo code" field because it is a well-known conversion killer:



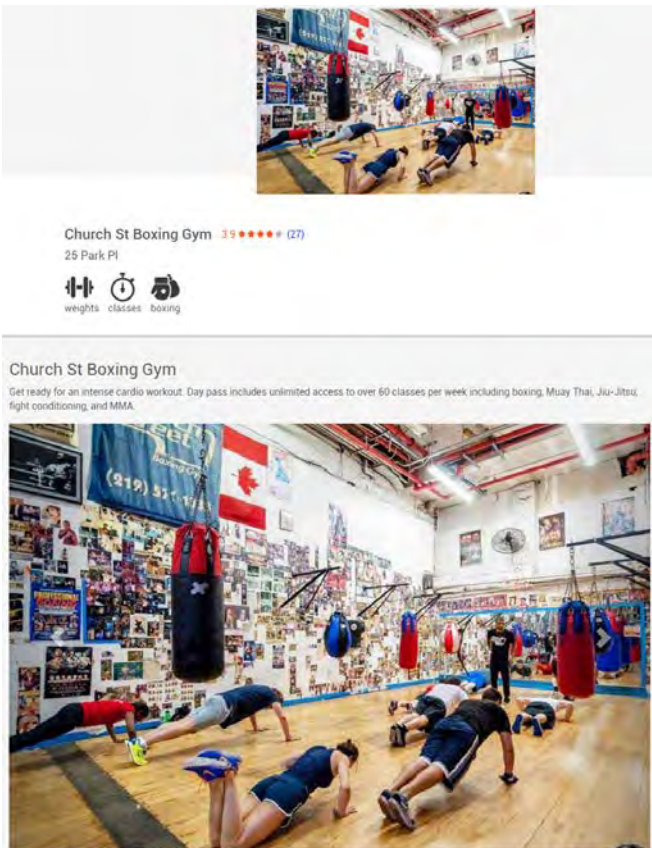
15. Explain what's wrong with the form:



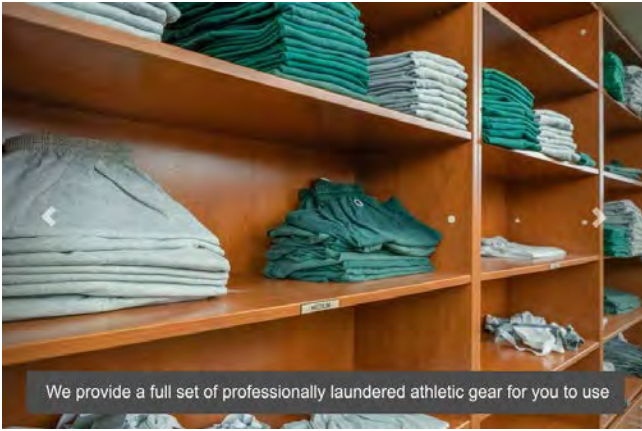
16. Show your contact email on the masthead, not on the page footer:



17. Don't show photos in two different places:



18. Consider adding captions to photos:



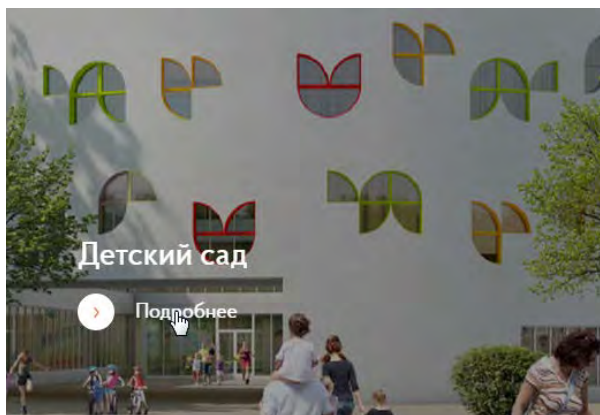
Краткий юзабилити-аудит промо-сайта «Варшавское шоссе 141 – новый жилой комплекс в Москве»

Версия 1 | 19.07.2015

1. Сайт характеризуется, с одной стороны, дурно понятым «новаторством», с другой – воплощает ряд модных, но неработоспособных с точки зрения юзабилити штампов (картинки во весь экран, «плашки» в манере печально известной Windows 8, не имеющая смысла анимация). Наиболее вероятное поведение посетителя – быстрый уход с сайта, поскольку у него нет ни времени, ни желания разбираться с уникальной навигацией по сайту. Также создаётся впечатление, что дизайнер исходил из твёрдого убеждения, что посетитель «запасся попкорном» и готов к многочасовой работе с сайтом. Это ошибочная предпосылка.

2. Очень трудно понять структуру сайта.

Например, пользователь кликает ссылку **Подробнее** (кстати, зачем нужна эта ссылка, если кликабельна *вся* плашка?):



Возникает какая-то «заставка» с логотипом:



Где такое видано, чтобы загрузке новой страницы предшествовала «заставка»?..

Грузится малоинформативная картинка во весь экран:



В каком месте сайта пользователь оказался? Возможно, он придёт к правильному решению, что это отдельная страница про детсад. Однако, в углу имеется закрывающая кнопка, обычно используемая для закрытия всплывающих окон:



Но это же не всплывающее окно...

Типовой вопрос пользователя: куда идти дальше?

Очень наблюдательный пользователь заметит стрелочку внизу экрана:



Стрелочка вызывает изменение указателя мыши, как если бы она была кликабельной. Но она некликабельна...

Нужно догадаться, что здесь следует скроллить.

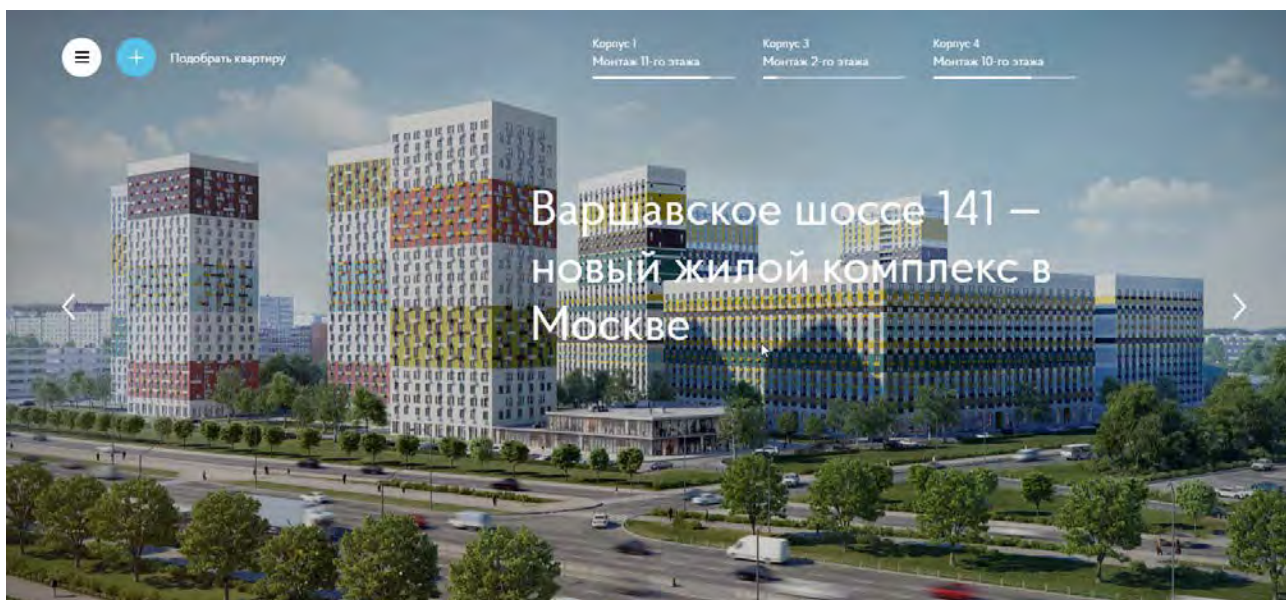
Проблема решается очень просто, если не расходовать всё экранное пространство под бессмысленные картинки, а сделать по-нормальному, чтобы после загрузки страницы была видна часть расположенного ниже контента:



Современный
детский сад

Тогда у пользователя не возникнет никаких сомнений, что надо скроллить.

3. Невозможно понять, о каких корпусах 1, 3 и 4 идёт речь:



Тут всяких корпусов штук десять. Что именно *предлагается* посетителю?..

Нужна какая-то «связочка» между списком корпусов и картинками.

4. Быстро вращающаяся карусель не даёт возможности всмотреться в изображения и составить представление о комплексе.

Авторотацию карусели следует отключить, это всегда зло. Было бы неплохо дать план комплекса или «вид с птичьего полёта».

5. Боковое и подвальное меню уводят посетителя с промо-сайта:



Каталог недвижимости

Ипотека

Скидки и акции

Офисы продаж

Владельцам

О компании

Акционерам и инвесторам

Недвижимость

Ипотека

Скидки и акции

Владельцам

О компании

Тендеры

Пресс-Центр

Контакты

Нужна навигация по разделам промо-сайта. Нормальное статическое горизонтальное меню¹, видимое на всех страницах промо-сайта. Безо всяких, кстати, гамбургеров (гамбургер едва терпим в мобильных приложениях, но на десктопе это полный нонсенс).

6. Понять, что **1 комната**, **2 комнаты** и **3 комнаты** – это меню, довольно затруднительно:



Выбор комнатности должен быть более очевидным.

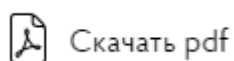
Размер микропланов нужно увеличить, чтобы посетитель мог создать представление о варианте планировки, не прокликая все варианты подряд. Также нужно лучше подсвечивать выбранный вариант планировки.

7. Вместо движения оранжевой шторки туда-сюда, нужно сделать понятное переключение между картинкой и планом:



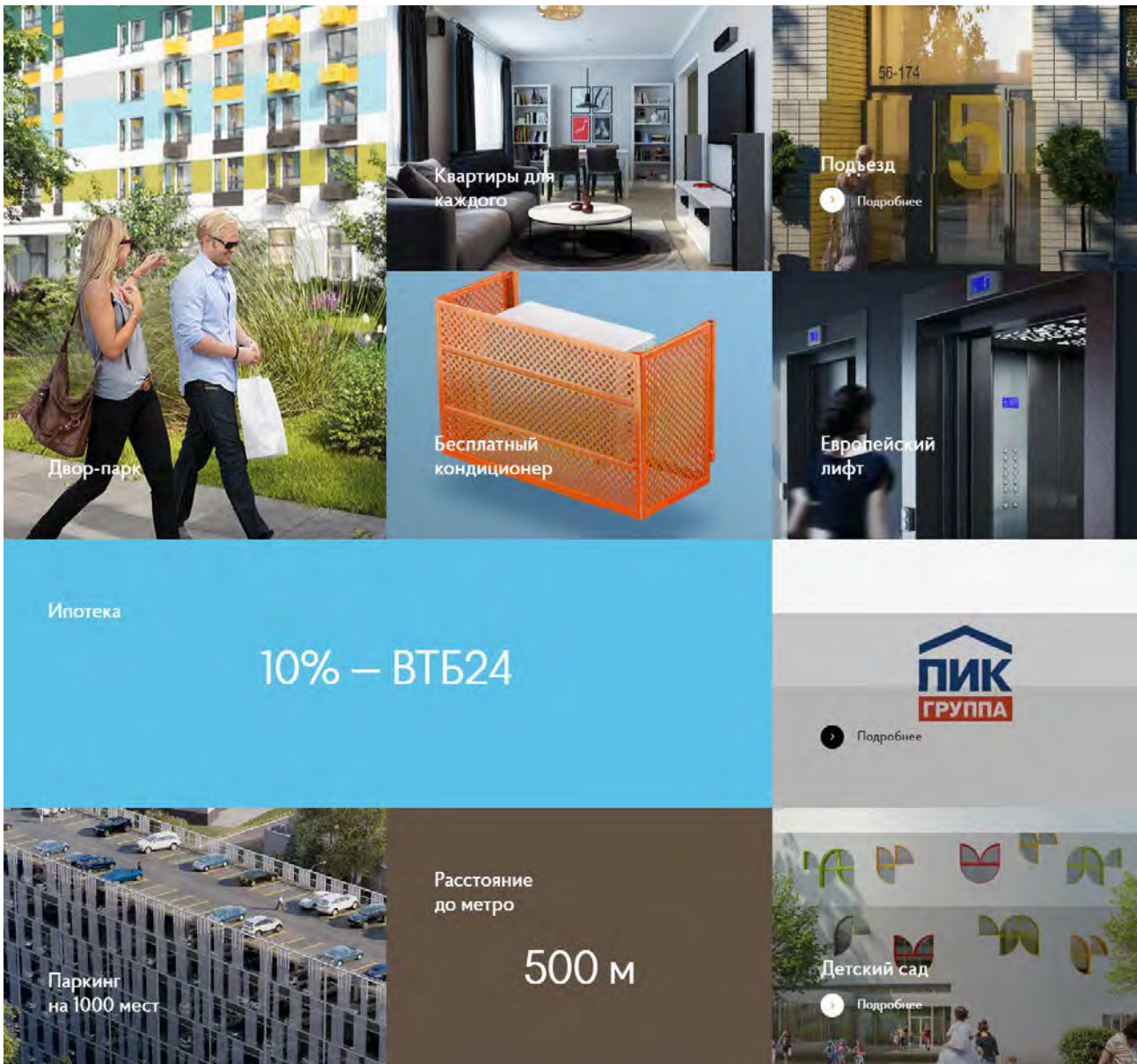
Пожалуй, это самое неудачное место сайта.

8. Кнопку Скачать PDF крайне сложно заметить:



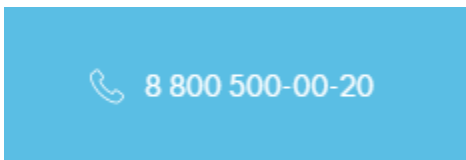
¹ Это не означает, что меню должно залипать вверху страницы при скроллинге!

9. Плашки a la Windows 8 нужно заменить на что-то более компактное и информативное:



Это нерациональный расход экранного пространства. Также следует снабдить входы в подразделы сайта краткими текстами, выражающими суть предложения. Не нужно заставлять посетителя прокликивать все плашки. Его ресурсы времени и терпения не безграничны...

10. Механику появления-исчезновения этого номера телефона понять сложно:



Телефон должен быть постоянно виден на уровне главного горизонтального меню, там, где ему и положено быть.

11. Кроме телефона, там же должен быть кликабельный *емейл*.

12. Не удалось обнаружить на сайте ни одной *полезной* анимации:



Исходить из принципа «анимация это всегда круто» не стóит.

13. На этом принципиально важном моменте следовало бы остановиться поподробнее:

11 типов планировок

Мы спроектировали 11 разнообразных планировок, чтобы вы выбрали себе квартиру на любой вкус и бюджет. Каждая планировка функциональна по-своему, но одинаково удобна. Выбирайте сами столько комнат вам понадобится для жизни.



Надо переделать. Вообще, страница http://www.pik.ru/realty/moskva_city/uao/141/features/plans/ в целом выглядит малоинформативной. А она возможно наиболее важна на всём этом сайте.

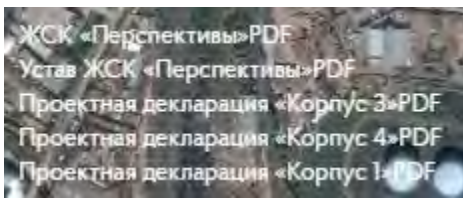
14. Для этой страницы (или что это – типа всплывающее окно? URLа у этой «страницы» нет) нужно обеспечить иные способы продвижения дальше, кроме закрывающего крестика. Сейчас это тупик:



15. Нужно показать станцию метро более ясно, поскольку пользователь приходит сюда по ссылке **Расстояние до метро 500 метров**:



16. Если это действительно для чего-то нужно, то должно быть более заметным:



17. Похоже, специально сделано, чтобы никто не смог разглядеть эти номера?

8-800-500-00-20

8-495-500-00-20

Резюме. Студенты, конечно, постарались, но тут нужно всё переделывать, поручив работу профессионалам. Посредством такого сайта ничего продать не получится. Или такая задача и не ставилась?..

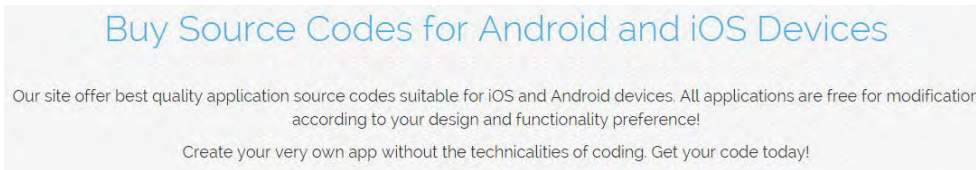
Usability and conversion audit and ideas for A/B-testing of BuySourceCodes.com

Version 2 | 01.08.2015

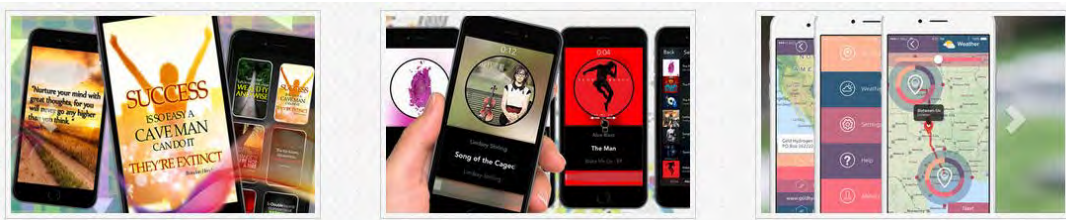
1. Replace a carousel with a single static image:



2. Provide much more info about codes you offer:



3. Provide short descriptions of sample codes. This carousel looks like a non-clickable decoration:



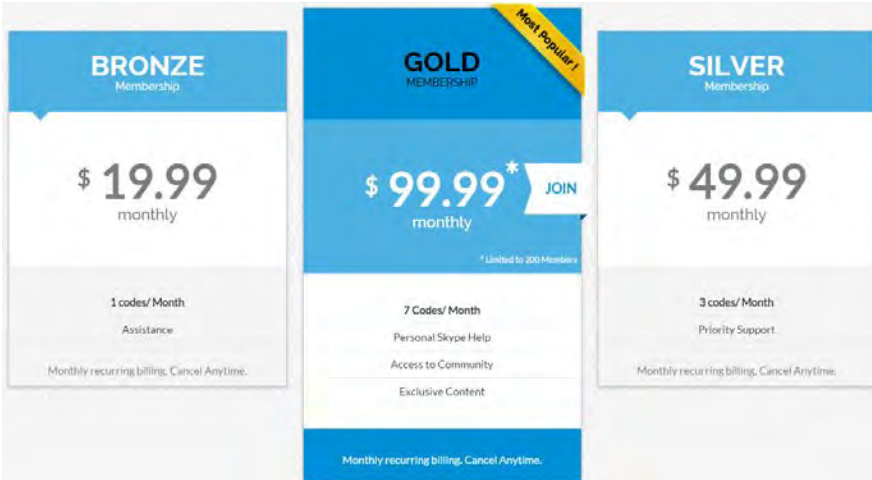
4. Make scrolling arrows clearly visible:



5. Heading shouldn't look like a button:



6. Add CTA buttons to plans:

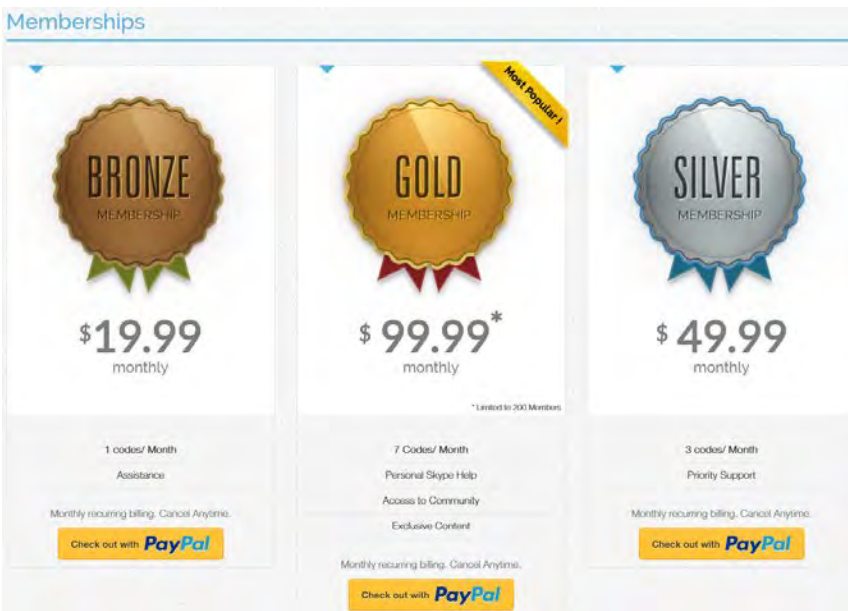


7. Reduce font size of prices. Large font may mean big bucks.

8. Remove Join badge:



9. Don't make customers to select the same plan twice:



10. Provide consistency between plans and this description:

We offer tiered payments for people who are willing to buy source codes from us. The good thing about it is that there's one tailored for every range of budget you have for your purpose! Starting from a Bronze membership of \$99 per month, you get access to a starter kit of three codes to choose from for a month. If you are willing to avail of more codes however, you can always go for two optional payments: Silver, which offers seven codes a month for \$199 per month, and Gold, which is offered at a limited offer of \$399 per month because... well, you get unlimited codes to choose from because of it! You can also choose to pay via PayPal or any of the major credit card providers, and we guarantee that your sensitive information is protected at all costs, and you can even cancel your subscription anytime! Now, how's that for "flexible"?

11. Avoid mandatory registration:

Collect emails from PayPal.

12. Replace this checkbox with text "By pressing Register I agree to the Terms and Conditions and Privacy Policy"

I have read and agree to the [Terms and Conditions and Privacy Policy](#)

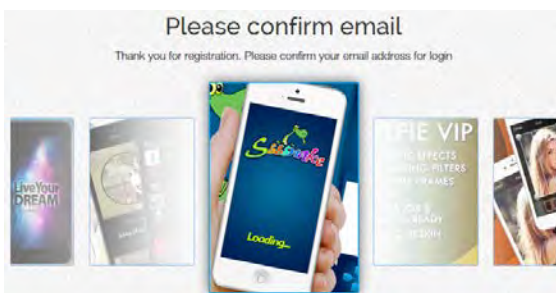
13. Let customers to choose a password they want, avoid restrictions:

Passwords must have at least one non letter or digit character. Passwords must have at least one uppercase ('A'-'Z').

Passwords must have at least one non letter or digit character.

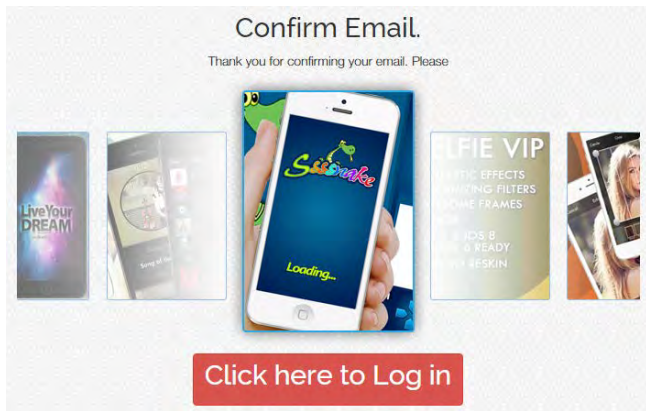
14. Why password *Buratos44* doesn't work?!!

15. Don't ask customers to confirm their email. **Immediately log them in and proceed to payment:**



(This doesn't mean that you shouldn't send confirmation email.)

16. Don't make customers to login after email confirmation:



17. Don't make customers to select the same plan third and fourth time!!!

Usability and conversion review of Seawings.ae

Version 1 | 02.08.2015

General

GE010 Replace **ALL CAPS** texts in menus and buttons with **Sentence case** throughout the whole website.

HOME SCENIC TOURS CHARTERS EVENTS GALLERY PARTNERS CONTACT

EXPERIENCE DUBAI'S PAST, PRESENT, AND FUTURE



It is known since 1914 that texts printed with **ALL CAPS** are less readable and less comprehensible than **Sentence case** texts¹.

GE020 Don't use blue color for non-links because it is used for links:

DUBAI ← non-link



link →
THE WORLD JOURNEY
A journey of sensory overload onboard a

Dubai Scenic Tour ← link

Dubai Aerial Tour ← non-link

GE025 Use 3D-looking embossed buttons:



They convert better than flat buttons.

GE030 It's unnecessary to place image carousels on *all* pages.

GE040 Make all emails clickable (underlined):

¹ P. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press.

CONTACT US FOR RESERVATIONS

+971 4 8070708

reservations@seawings.ae

GE050 Don't open links (or menu items) in new browser tabs².

GE060 Avoid stealth duplicate links³:

Dubai Scenic Tour
Dubai is a land of spectacular wonders, a city of superlatives, where everything is built to excite. The Seawings seaplane offers panoramic views of iconic landmarks of this fascinating emirate.

Abu Dhabi Scenic Tour
Catch a glimpse of the capital city of the UAE with Abu Dhabi Pearl, a breathtaking aerial excursion across Abu Dhabi. Experience an exciting water takeoff and see the emirate's modern landmarks.

Exclusive Scenic Charters
Seawings offers tailor-made seaplane experiences for MICE and Corporate Groups. Charter a Seawings seaplane to a variety of destinations in the UAE and enjoy the ease of seaplane travel.

Dubai Aerial Tour
Experience the majestic beauty of Dubai from the sky

Abu Dhabi Aerial Tour
Discover Abu Dhabi on breathtaking excursions

GE070 Enlarge CTA buttons, make them 1.5–2 times larger:



GE080 Footer menu looks exactly as the main menu but it is non-clickable:

SCENIC TOURS CHARTER MICE & EVENTS GALLERY PARTNERS INFO CONTACT US

A possible solution is to use black color for these headings so they will not look clickable.

² [Should Links Open In New Windows?](#)

³ "Stealth duplicates look different but go to the same place. The primary problem of stealth duplicate links is that they imply the existence of additional pages or options that don't exist. Users can waste time exploring them, only to discover that their destinations are the same.", p. 93 in: Johnson J. (2003) *Web Bloopers: 60 Common Web Design Mistakes and How to Avoid Them*, Amsterdam: Morgan Kaufmann.

Masthead and main menu

MH010 Add phone and clickable (underlined) email (info@seawings.ae).

MH020 Slogan typeface is unreadable, use more readable font.

MH030 Consider replacing inspirational slogan **Seaplane Tours: The Experience of a Lifetime!** with a more direct one, e. g. **Scenic aerial tours in Dubai and Abu Dhabi** or **Scenic aerial tours and charters in Dubai and Abu Dhabi**.

MH040 Consider placing logo at the left to increase the chances that users would click it to load the homepage. Centrally located logo may be not perceived as a link to homepage.

MH050 Increase visibility of main menu. Users expect main menu to look as a dark colored bar.

MH060 Consider placing **Dubai tours** and **Abu Dhabi tours** menu items immediately on the main menu instead of a submenu.

MH070 Consider adding **About us** to the main menu:



MH080 Is **Partners** menu item absolutely necessary on the main navigation?

MH090 Consider increasing font size of textual descriptions.

Homepage

HP010 Don't place important things on the right sidebar because users often perceive this area as a place for ads and rarely look there:



New World Journey
Experience Dubai's Past,
Present and Future



HP020 {For A/B-testing} Remove image carousel. Two main problems with the carousel are that it occupies too much most valuable screen real estate and it is not clear what concrete tours these images illustrate. Test this homepage layout:



Dubai scenic tours

[Abu Dhabi scenic tours](#)



Dubai World Islands Journey

A journey of sensory overload onboard a Seawings seaplane, delve into Dubai's historic past, its present-day modern metropolis and the future developments of that are yet to come. The most complete experience that Seawings offers, a journey not to be missed and never to be forgotten.

Flight duration: **40 min** Boat duration: **25 min**

Price per person: **AED 1,895 = approx. USD 516**

[View details](#)



Dubai Creek Silver

A tour specially designed for you to discover the charm of Old Dubai, Dubai Creek Silver lets you step back in time with aerial views of a vibrant neighbourhood that's still full of abras, dhows, and spice souks.

Flight duration: **40 min**

Price per person: **AED 1,595 = approx. USD 434**

[View details](#)



Dubai Jebel Ali Silver

Experience an unforgettable aerial excursion across the architectural wonders of ultra-modern Dubai with Dubai Jebel Ali Silver, a scenic tour designed to showcase the growth and development of Dubai.

Flight duration: **40 min**

Price per person: **AED 1,495 = approx. USD 407**

[View details](#)



Dubai Creek Gold

Dubai Creek Gold is an exclusive charter flight taking off and landing at the historic Dubai Creek with flight route carefully planned for you to explore the history and heritage of Dubai.

Flight duration: **40 min**

Price per charter: **AED 12,900 = approx. USD 3,512**

[View details](#)

Abu Dhabi scenic tours

[Dubai scenic tours](#)



Abu Dhabi Snapshot

The perfect seaplane tour that offers a snapshot of the UAE capital's cityscape and its beautiful natural surroundings from a unique perspective.

Flight duration: **25 min**

Price per person: **AED 895 = approx. USD 243**

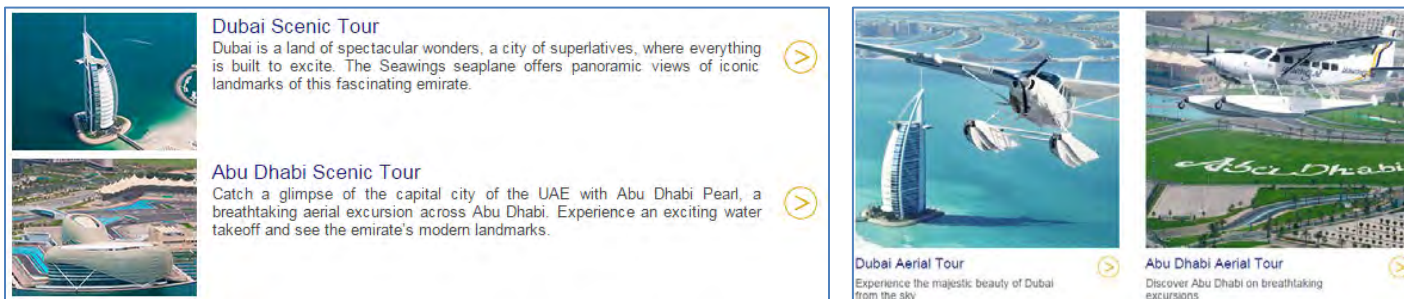
[View details](#)

<http://hxa8e0.axshare.com/home.html>

HP030 Use explicit CTAs (**View tours**, **View details** buttons) instead of arrows:



HP040 These links look like concrete tours but actually they are links to category pages with multiple tours:



Pluralazing will fix this: **Dubai scenic tours**, **Abu Dhabi scenic tours**.

HP050 This text is probably useless for visitors, consider removing it:

THE ULTIMATE LUXURY TOUR OF DUBAI

Dubai is a city with luxury at its core. Let Seawings Seaplane Tours take you on a magical journey across the ever changing skyline. Gently take off from the pristine waters of Dubai and effortlessly ascending to the skies. Spectacular views, spacious cabin, luxury leather seats and five star service on every flight.

Observe unique perspectives of Dubai's iconic Burj Khalifa, Burj Al Arab, The World and Palm Jumeirah. Seawings delivers a once-in-a-lifetime luxury aerial experiences that you will want to relive every time you are in the UAE.

Seawings is "The number one thing to do in Dubai" - New York Times

HP060 Add three testimonials at the bottom of the homepage.

Category page

CP010 Consider removing image carousel from category pages.

CP020 Visually differentiate prices per person and per charter.

CP030 Consider placing badges on photos:



Currently they look isolated.

CP040 It's difficult to expect that customers will book a tour directly from a category page so consider removing **Book now** button. If you decide not to remove it use different colors for **Find out more** and **Book now** buttons (blue and orange correspondingly).

CP050 Add three testimonials at the bottom of the category page.

Product page

PP010 Don't advertise a page which visitor is already viewing (avoid stealth duplicates):

THE WORLD JOURNEY



TOP 3 SEAPLANE TOURS



(Use **Most popular tours** instead of **Top 3 seaplane tours**.)

PP020 Add image gallery illustrating a *concrete* tour (about 10 images):



Start with the most interesting photos (not a photo of a plane, of course).

PP025 Include cabin photo showing the seats.

PP030 Visually emphasize price:

- 🕒 **Duration:** 40 minutes (dock-to-dock)
- ➔ **Departure:** From Dubai Creek Golf & Yacht Club
- ➔ **Arrival:** To Dubai Creek Golf & Yacht Club
- 💰 **Price:** AED 12,900 approx, USD 3,512 per charter

Price is more important than duration, departure and arrival.

PP032 Provide more detailed info about departure/arrival points and how to get there.

PP035 Add calendar showing tour availability. Don't make customers to reveal fully booked flights at the booking stage:

These flights match your search:

Sorry there are no matching flights available.

Not many customers are patient enough to struggle fully booked tours for a long time.

PP038 Provide schedule of flights or at least operating hours.

PP040 Place landmark images on a map, currently maps look like flights over the sea and an empty desert:



Example:



PP050 Personalize testimonials, add happy customers' names:

WHAT OTHERS ARE SAYING...



"We flew over Dubai this morning. It was awesome, breathtaking and mind-blowing. Do it before you die!!"

"...we thank Seawings for making our trip the most memorable one! EVERYONE who visits Dubai should try this!"

PP060 Remove this image gallery because it doesn't illustrate a particular tour and therefore is misleading:

IMAGE GALLERY



PP070 Most probably these tags are useless, remove them:

TAGS



PP080 Allow selection of add-ons on the product page. Currently they are positioned in a wrong place and booked separately from the tour:

RECOMMENDED ADD-ONS



PP090 These buttons actually are not shares:

SOCIAL SHARES



Change the heading.

PP100 Add (many) testimonials at the bottom of the product page.

PP110 Provide info about your return policy in case of tour cancellation by operator and by travelers. Also provide info about date changes.

PP120 Explain how to cancel (rebook to another name) one seat in a group tour.

PP130 Provide info if passengers with special requirements (wheelchair, heart stimulator, pregnancy) can attend the tour.

PP140 Provide aircraft details (model, age, technical data).

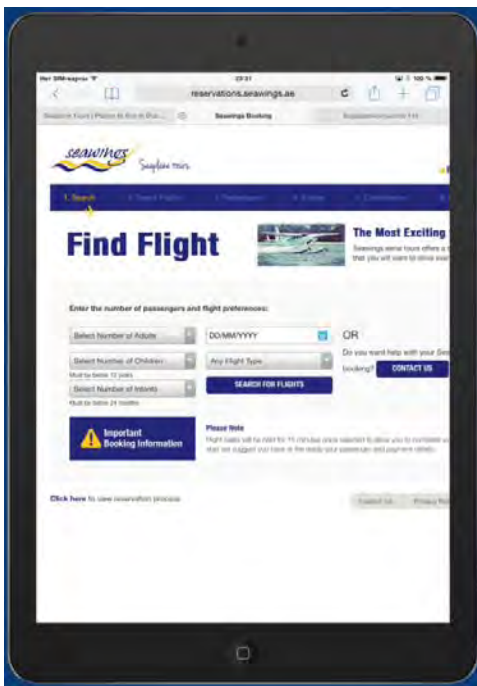
PP150 Advise what a tourist should take with him on board, and what is prohibited (selfie sticks, glasses, drinks, meals, camera, shoes etc.).

PP160 Consider adding info about pilot name and qualification, also cabin crew and guide names and qualification.

Booking

BK010 Don't open booking pages in new windows/tabs.

BK020 Check presentation of booking pages on different mobiles⁴:



Page cropped on iPad 2 in portrait orientation (768*1024)

⁴ Other mobiles I tested the website on displayed the mobile version of the website.

BK025 Increase text to background contrast of the progress bar:



BK030 Replace **Find flights** header with **Book your flight** or **Book your tour**. A customer has already selected his tour and expects it to be available.

BK040 Don't show tour name in a dropbox:

A white rectangular dropdown menu with a thin border. The text "The World Journey" is displayed in a light blue font, followed by a small downward-pointing triangle icon on the right.

Show it in a plain text instead. (Mobile version does this correctly.)

BK045 Don't put dropboxes' labels into dropboxes:

Three stacked white rectangular dropdown menus with thin borders. The first menu contains the text "Select Number of Adults" and a downward triangle. The second menu contains "Select Number of Children" and a downward triangle, with the text "Must be below 12 years" in a smaller font below it. The third menu contains "Select Number of Infants" and a downward triangle, with the text "Must be below 24 months" in a smaller font below it.

This makes users to perform unnecessary selections (when number of children and infants is 0). Use this approach (preset appropriate defaults; also note that radiobuttons require one click instead of two clicks in case of dropboxes):

Adults

1 2 3 4 5 6 7 8 9

Children (2-11 years)

0 1 2 3 4

Infants (below 2 years)

0 1 2

BK048 Allow keyboard input of date:

A white rectangular input field with a thin border. The text "DD/MM/YYYY" is in a light blue font. To the right of the text is a small blue calendar icon.

DD/MM/YYYY format is misleading here.

BK049 Actually dates are presented in a different format (**Month/Day/YYYY**):

A white rectangular input field with a thin border. The text "8/5/2015" is in a light blue font. To the right of the text is a small blue calendar icon.

Use DD/MM/YYYY format with leading zeros.

BK050 Avoid multiple-column form layouts⁵:

Enter the number of passengers and flight preferences:

Select Number of Adults	DD/MM/YYYY	OR
Select Number of Children	The World Journey	Do you want help with your Seawings tour booking?
<small>Must be below 12 years</small>	SEARCH FOR FLIGHTS	CONTACT US
Select Number of Infants		
<small>Must be below 24 months</small>		

BK050 Differentiate the CTA button from other visually competing objects:

Enter the number of passengers and flight preferences:

Select Number of Adults	DD/MM/YYYY	OR
Select Number of Children	The World Journey	Do you want help with your Seawings tour booking?
<small>Must be below 12 years</small>	Book flight >	CONTACT US
Select Number of Infants		
<small>Must be below 24 months</small>		

Important Booking Information

Please Note
Flight seats will be held for 15 minutes once selected to allow you to complete your booking. Before you start we suggest you have at the ready your passenger and payment details.

BK060 Consider increasing session length (or making it proportional to the number of passengers):

Please Note

Flight seats will be held for 15 minutes once selected to allow you to complete your booking. Before you start we suggest you have at the ready your passenger and payment details.

Entering details for 9 passengers may well take more than 15 minutes because some passenger data may not be at hand.

BK070 Users don't like filling-in web forms. Provide the telephone number and clickable email instead:

CONTACT US

Name:

Email:

Mobile:

Preferred Date: Day Month Year

Preferred Pax:

Comments:

SUBMIT

Or e mail us at: reservations@seawings.ae

BK080 Are any flights available? I clicked **Next day** from August 9th to 25th ...

⁵ "You should avoid multi-column layouts for form fields" (<http://baymard.com/blog/avoid-multi-column-forms>); "keeping a long form to a single column and making users scroll down the page is better than breaking it up into columns", "forms should never consist of more than one column" (<http://uxdesign.smashingmagazine.com/2011/11/08/extensive-guide-web-form-usability>).

Flights available on Tuesday, August 25, 2015

Date: **Tuesday, August 25, 2015**

Number of Adults: **2**

Number of Children: **None**

Number of Infants: **None**

Unfortunately no flights are currently available on the selected date. This could mean all flights are full, or we are not yet taking reservations for the selected date. Please try another day or contact us at reservations@seawings.ae for assistance.

◀ **Previous Day**

All Flights For This Day

Next Day ▶

◀ **Back to Flight Search**

Contact

CN010 = BK070

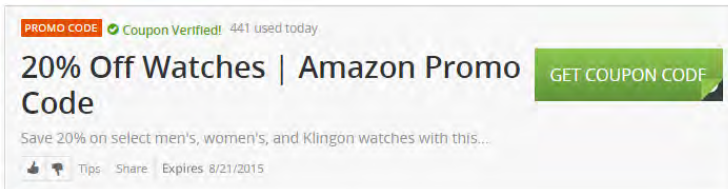
CN020 Provide photos of your ticketing/boarding offices and their locations on the map.

CN030 Remove photo carousel, it's unnecessary here.

CupoNation coupon shop recommendations

Version 1 | 21.08.2015

1. CTA button label should begin with a verb: **Get coupon code**, **See sale**, **Get deal**, **Show coupon code** etc:



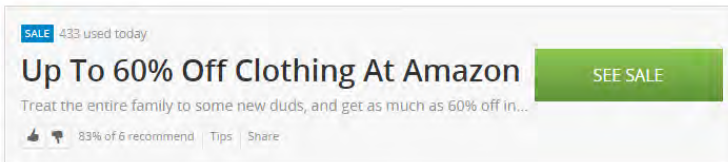
PROMO CODE Coupon Verified! 441 used today

20% Off Watches | Amazon Promo Code

Save 20% on select men's, women's, and Klinton watches with this...

GET COUPON CODE

👍 🗨️ Tips Share Expires 8/21/2015



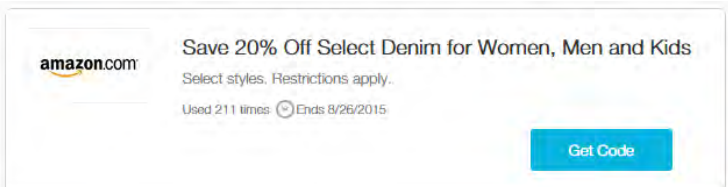
SALE 433 used today

Up To 60% Off Clothing At Amazon

Treat the entire family to some new duds, and get as much as 60% off in...

SEE SALE

👍 🗨️ 83% of 6 recommend Tips Share



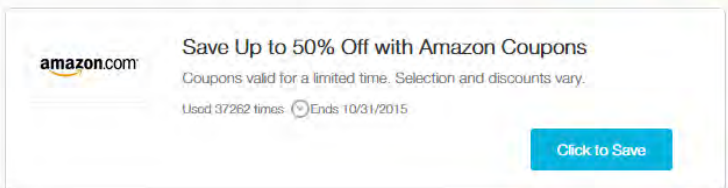
amazon.com

Save 20% Off Select Denim for Women, Men and Kids

Select styles. Restrictions apply.

Used 211 times ⌚ Ends 8/26/2015

Get Code



amazon.com

Save Up to 50% Off with Amazon Coupons

Coupons valid for a limited time. Selection and discounts vary.

Used 37262 times ⌚ Ends 10/31/2015

Click to Save

2. Use embossed 3D-looking CTA buttons: people click them more readily than they click flat buttons:



(A button must have 'normal', 'hover' and 'pressed' states. Hover color must be more intense than normal color.)

3. Duplicate CTAs don't increase CTR, they only confuse users:



Notre recommandation 👍

Amazon : Frais de port offerts avec l'offre Premium

ENVOI OFFERT

~~Promotion~~ Promotion

Voir la suite ▾

4. Show details of the coupon without the necessity for a user to expand them:

ENVOI OFFERT

Notre recommandation

Amazon : Frais de port offerts avec l'offre Premium

Promotion

Voir le site

PROMO CODE Coupon Verified! 441 used today

20% Off Watches | Amazon Promo Code

GET COUPON CODE

Save 20% on select men's, women's, and Klingon watches with this...

👍 🗑️ Tips Share Expires 8/21/2015

5. Show coupon usage stats (social proof):

amazon.com

Save Up to 80% Off Back to School Savings

Used 2824 times Ends 8/31/2015

Click to Save

However, don't show the stats if usage numbers are small. Make a decision depending on a concrete coupon shop.

6. Provide sense of urgency:

amazon.com

Save Up to 80% Off Back to School Savings

Used 2824 times Ends 8/31/2015

Click to Save

PROMO CODE Coupon Verified! 441 used today

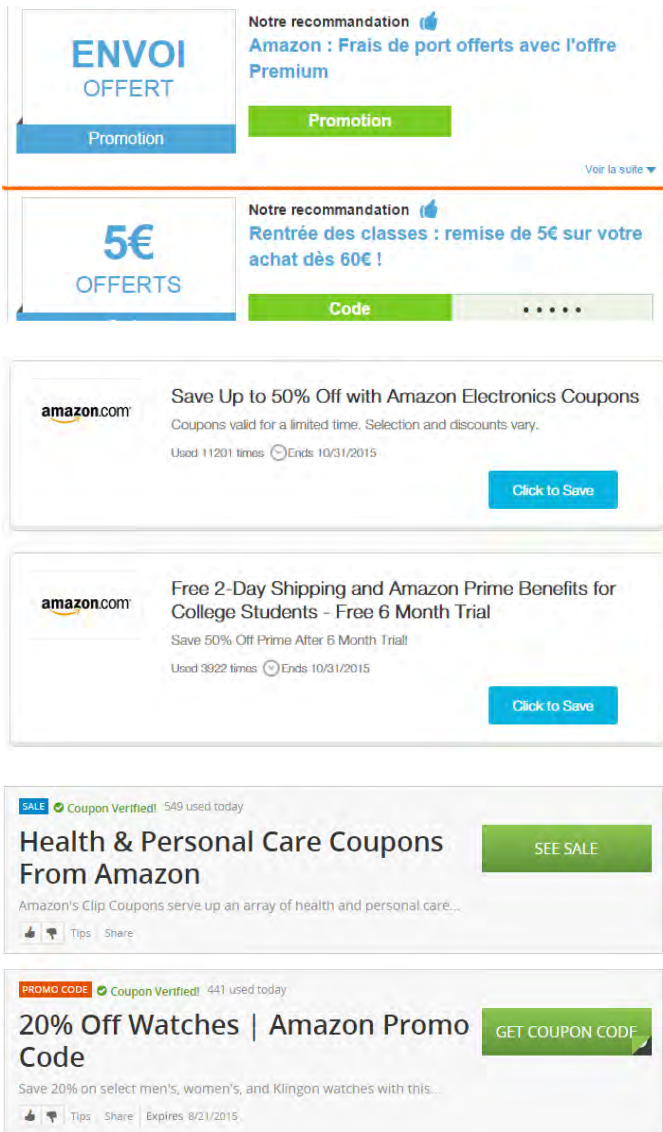
20% Off Watches | Amazon Promo Code

GET COUPON CODE

Save 20% on select men's, women's, and Klingon watches with this...

👍 🗑️ Tips Share Expires 8/21/2015

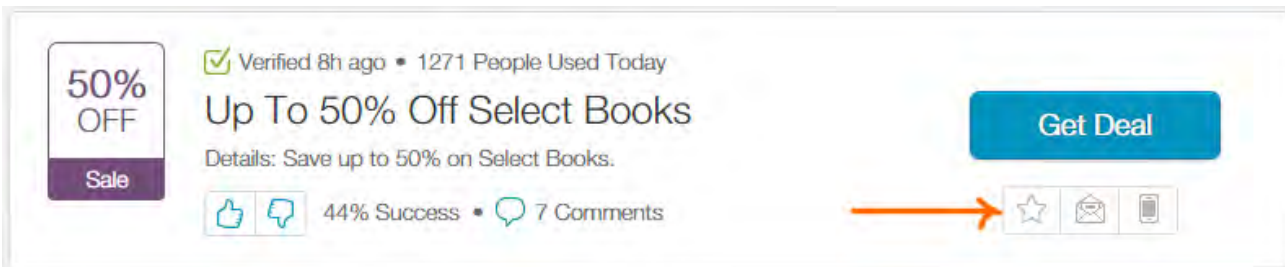
7. Separate coupons clearly, use borders around them:



8. {For A/B-testing} Replace blue coupon headers with black ones.

9. {For A/B-testing} Place vendor logo on each coupon.

10. Consider adding saving and dark (email, sms) sharing functionality:



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

UX review of StoryPlanner.com

Version 1 | 04.10.2015

General comments

GE010 Add a slogan explaining the website purpose to the right of the logo: this will motivate new visitors to research the website more attentively; for example:



The professional writing tool
for writers developed by a writer

(This slogan is simply from the top of my head. You know your target audience much better and, of course, would be able to figure out the perfect wording for them.)

GE020 Increase text to background contrast for important messages. These texts are important but barely legible:

Step 4: Think about your Antagonist ?

The antagonist is traditionally a 'bad guy' or villain. Considering your central character's external goal should reveal the antagonist to you. The antagonist should always be invested in achieving the same external goal as your hero. The antagonist will prove the biggest obstacle to your character if they struggle for that goal as much as your character does.

Antagonist

Choose from all available Story Plans

One Story Plan template to help you plan your story

Save and edit one Story Plan

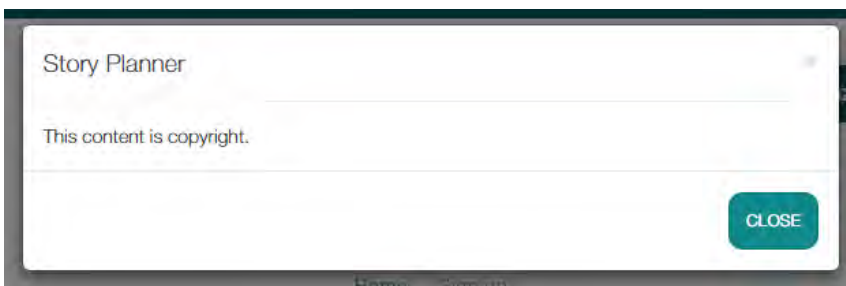
Export one finished Story plan to PDF, text, or to a Word document

To create a new plan you will need to delete your old one

Story Planner Basic is completely free

Many writers have non-perfect vision.

GE030 Avoid this annoying popup (it appears on right mouse click or CTRL-C):

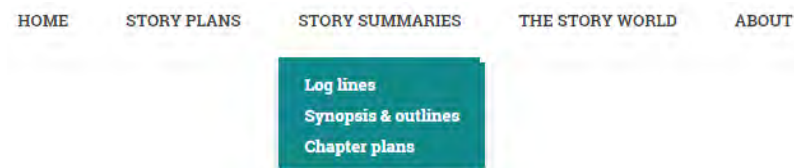


It is absolutely expectable and natural that users will copy and paste pieces of text on your website because this is an intrinsic component of the writer's work.

Main menu

MM010 Replace **ALL CAPS** with **Sentence case**. It is known that **ALL CAPS** texts are less readable and less understandable than **Sentence case** texts.

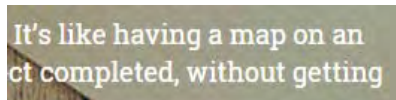
MM020 Increase font size:



Small font menu items are difficult to read and select, especially on touchscreens.

Homepage

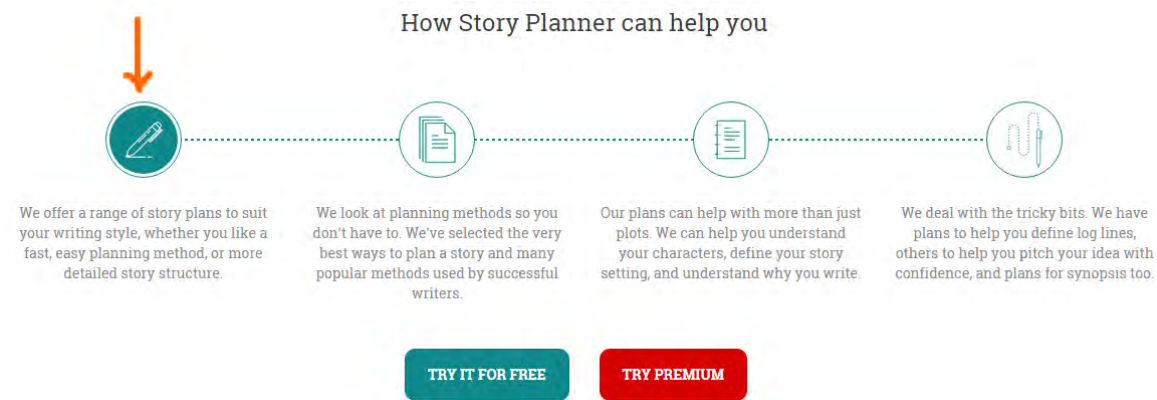
HP010 Texts printed over photos may be difficult to read especially when background image is light.



Consider adding a shadow rectangle below the text or increasing the font size.

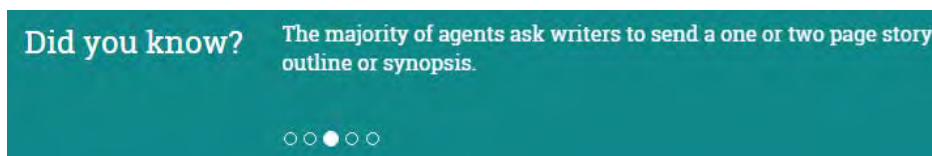
HP020 Consider replacing **FIND OUT HOW** button with **Browse the story plans** or **Try story planner now**. It is better to show a product immediately than encouraging a customer to read a tutorial.

HP030 This pattern looks like a four-step progress indicator with first step selected and two control buttons below:



Users will click steps 2-4 to see what happens. But they are non-clickable. Avoid highlighting the first step and remove dotted lines connecting them because this is not a sequence of steps but a list of product features.

HP040 Consider removing these two carousels:



Authors on planning

"Structure is the most important thing of all, I think, in writing. You may think of a marvellous plot, but unless you know how to structure it, which bit goes where and where, you won't get the full impact of it."



BERYL
BAINBRIDGE

Animated objects will definitely attract user's attention but these carousels don't have any critically important information and rotate too quickly to be read. You may also replace second automatically progressing carousel with manual scrolling:



Show author's photo first, then citation. Otherwise users will think that you show them customer testimonials.

Registration

RE010 Mandatory registration before showing the products is a powerful barrier to conversion and should be avoided. Instead, use gradual engagement principle¹: first show customers what is available and allow them to start working on the free plans immediately; ask for registration only when users attempt to *save* their work (i. e. when they click **Save** button below the story plan). At that moment, registration will be perceived as a natural and logical step in the workflow and users will register much more readily.

(Do not forget to remove step 1 from [Step-by-step guide](#).)

RE020 Current *de facto* registration standard assumes that registration form includes only two fields: **Email** and **Password** (entered only once):

Full name is in fact useless and unnecessary² (yes, I understand that it will be shown in an exported file). Also remove **Terms and conditions** checkbox.

Log in

LG010 Place **Keep me logged in** checkbox above the **Log in** button, otherwise a user may not notice it.

LG020 Also preselect this checkbox.

¹ See [Sign Up Forms Must Die](#): in this article Luke Wroblewski gives several examples of websites that are highly relevant to StoryPlanner.

² More info about registration and login best practices can be found here: [5 UX Tips for Designing More Usable Registration Forms](#). In particular, keep users signed in when they register and do not require them to sign in immediately after registration.

LG030 After logging in, proceed to **My story plans** page, not to **My account details**.

My story plans

SP010 If **My story plans** list is empty, show **Add story plan** button.

Story structure

SS010 Place social buttons at the bottom of the page: (a) they distract user's attention, (2) nobody will use them, (3) there are already Twitter and Facebook buttons at the top right and bottom left of every page.

SS020 Plans should open on a single click.

SS030 Start with more elaborated and interesting plans like "Take off your pants", "The hero's journey" or "Save the cat!", show simple plans below. A visitor must quickly understand that you offer a valuable product.

SS040 For a user to differentiate and remember plans better consider colorizing frame borders or adding icons to them.

Story plan

PL010 It is difficult to expect that many users will save and edit their large opuses directly on the website. Most probably they will want to have them as Word (or sometimes plain text) documents. Nobody will export their texts as PDF documents. The recommendation is to rename **Export** button with **Save as Word** and **Send by email** buttons (two different buttons). The file (or email subject) name should be project name.

PL020 Include the section names and section hints into the exported documents. Writers will need them for future work on the exported documents. They will be able to easily remove them later.

PL030 Hint buttons are too small on mobiles and it may be difficult to tap them with a finger:



They should be probably enlarged.

PL040 Consider replacing popup hints with an expand/collapse buttons. Also consider adding expand/collapse functionality to chapters because in case of a large opuses they will require too much scrolling.

Premium plans

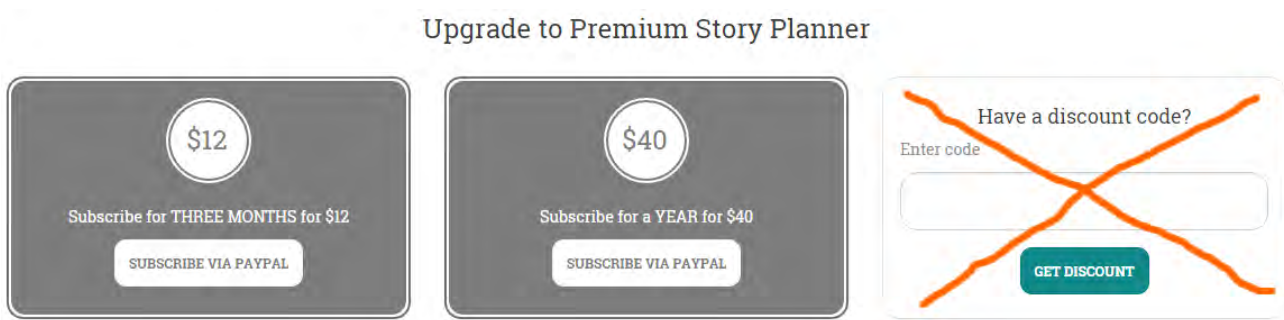
PR010 Make the advantages of premium plans more clear by better structuring their descriptions:

Membership options
Choose the Story Planner membership plan that works for you

Story Planner Basic	Story Planner Premium
Choose from all available Story Plans	Unlimited use of multiple Story Plans
One Story Plan template to help you plan your story	Keep all your ideas and plans for each project together
Save and edit one Story Plan	Save and edit unlimited Story Plans
Export one finished Story plan to PDF, text, or to a Word document	Export unlimited plans to PDF, text, or to a Word document
To create a new plan you will need to delete your old one	Create new plans whenever inspiration strikes
Story Planner Basic is completely free	Premium Story Planner starts from just \$12 for three months
FREE BASIC PLAN	CHOOSE PREMIUM PLAN

A customer shouldn't re-read the same sentences to understand the main difference between basic and premium – unlimited use of multiple story plans. Also highlight the price for three months.

PR020 In the general case, remove discount code section because a customer will search for a promo code on Google and therefore leave your website³:



However, you can send a special link to a page with discount code section to an existing user.

PR030 Consider using more pleasant colors instead of gray. Also use an orange PayPal button (see <https://www.paypal.com/webapps/mpp/logos-buttons>).

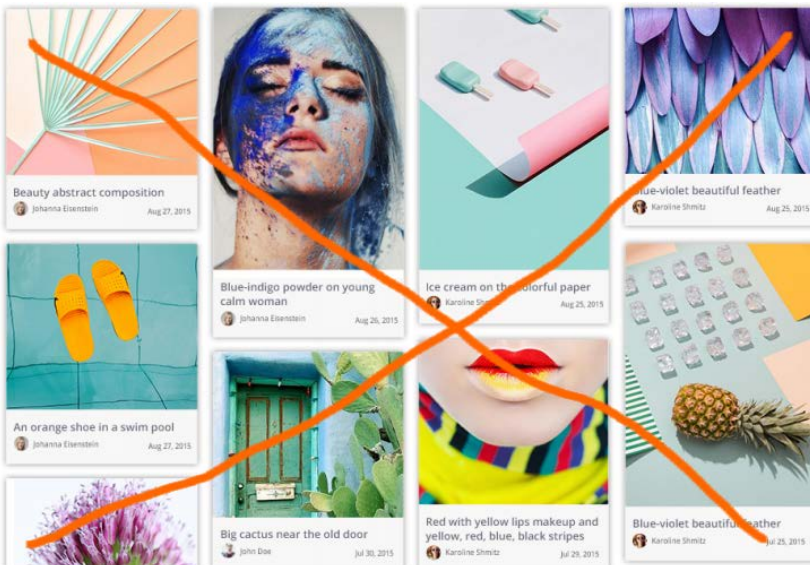
PR040 Show credit card logos so a customer without a PayPal account could understand that he would be able to pay with a credit card.

³ See [Stop "Promo Code Search" Leaks Once and For All to Increase Conversions](#) and [Do Coupon Codes INCREASE Checkout Abandonment?](#).

PhotoStock Asia: main usability issues with the proposed design

Version 1 | 24.10.2015

1. Pinterest-style layout of images is a grave mistake:



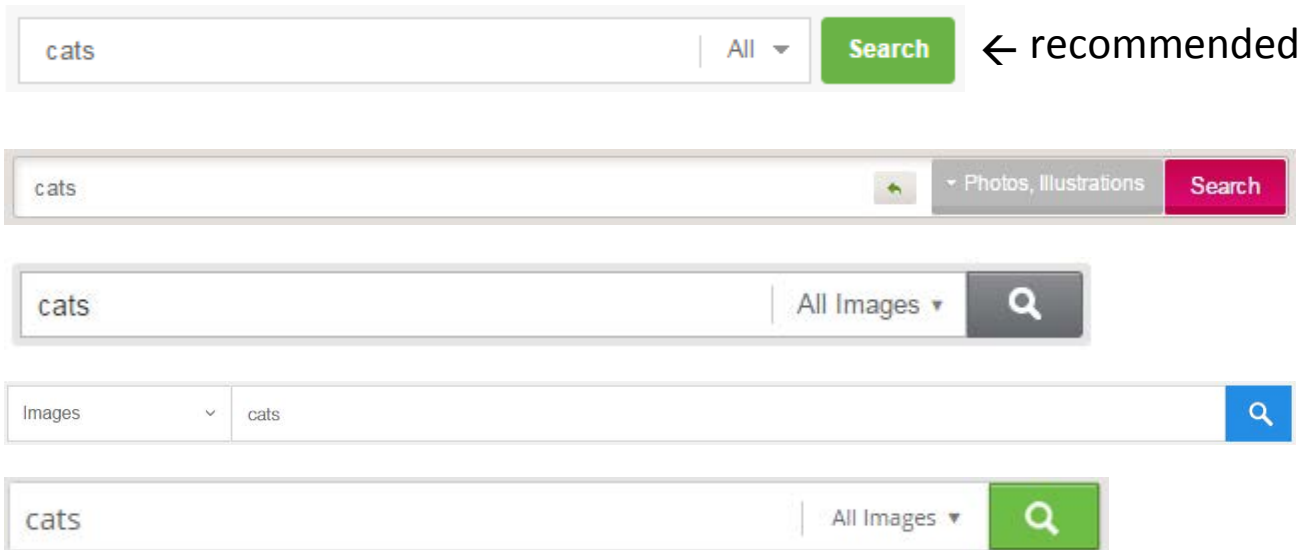
ALL normal image banks (see Google Images, GettyImages.com, iStockPhoto.com, Fotolia.com, Shutterstock.com, BigStockPhoto.com, Stock.Adobe.com, 123RF.com, DreamsTime.com) use *horizontal* layout: different widths but the same height:



2. Avoid hero image (this is a meaningless waste of screen real estate) and use normally looking search box (rectangular entry field + search button):



Examples from competitive websites:



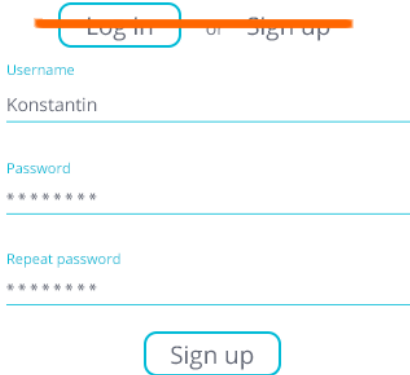
3. Analyze sorting and filtering options on many existing websites and implement a carefully thought-out set of them. In particular, avoid using tags – nobody will manipulate them – use normal (predictive) search instead:



4. Use explicitly labeled buttons (eg **Refine search**) instead of a button with a strange icon:



5. Use *two* separate dialogs for login and signup:



Log in or Sign up

Username
Konstantin

Password

Repeat password

Sign up

6. Footer menu is an inappropriate place for **Plans and Pricing**:



Place it on the top of a page:



7. Use *radiobuttons* for image size selection:

	Resolution	Price
<input type="radio"/> S	548 x 365	\$1
<input type="radio"/> M	948 x 632	\$2
<input type="radio"/> L	1732 x 1155	\$3
<input type="radio"/> XL	3000 x 2000	\$5
<input type="radio"/> XXL	4242 x 2828	\$7
<input type="radio"/> XXXL	5482 x 3654	\$9

Also do not show sizes that are not available.

Examples:

Resolution

Web Use (72dpi)

- S** JPG 450 x 299 px
- M** JPG 849 x 564 px

Web or Print Use (300dpi)

- ML** JPG 1681 x 1117 px
- L** JPG 2513 x 1669 px
- XL** JPG 3839 x 2550 px
- XXL** JPG 4288 x 2848 px
- XXL** TIFF 5360 x 3560 px

<input type="radio"/>	Small	500 x 334	6.9" x 4.6" (72dpi)
<input type="radio"/>	Med	1000 x 667	3.3" x 2.2" (300dpi)
<input checked="" type="radio"/>	Large	3600 x 2400	12.0" x 8.0" (300dpi)
<input type="radio"/>	Super	7200 x 4800	24.0" x 16.0" (300dpi)

8. Use Web 2.0 style embossed action buttons instead of ghost buttons. People click embossed buttons more readily than they click flat and especially ghost buttons.

9. Redesign the layout of this form:

Profile

First name
Konstantin

Last name
Konstantinidze

E-mail
konstantin_konstantinidze@mail.com

Username
Konstantin

About yourself
One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little

248/250

New avatar here

File photoname.png

Old password

New password

Balance: \$50 [Replenish](#)

The main problems here are password change and "Replenish".

10. Use normally looking entry fields (*rectangles* with labels above them):

First name
Konstantin

Last name
Konstantinidze

E-mail
konstantin_konstantinidze@mail.com

Username
Konstantin

About yourself
One morning when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little

11. Show individual photo stats on **Profile** page (page views, purchases, revenue).

12. Allow entering tags via keyboard input:

Tags for photo

animals watch x training x popular x

beautiful

Don't make users select tags from a list probably containing *hundreds* of them.

13. Don't use blue color for non-clickable objects.

Thoughts about homepage, masthead and search results page

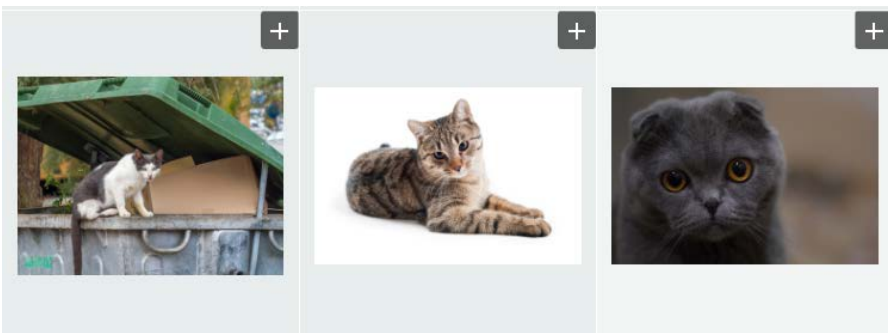
The screenshot shows the homepage of PhotoStock Asia. At the top is a blue navigation bar with the logo 'PHOTOSTOCK ASIA', a search bar containing the text 'Search for photos what you need', and icons for a menu, notifications, shopping cart, and user profile. Below the navigation bar is a large blue masthead area with the text 'Enjoy Over 14,100,000 Stock Photos' and 'High quality royalty-free stock at flexible pricing'. To the left of the masthead is a sidebar titled 'Most popular tags:' with a list of tags: Animals, Business, Food, Health, People, Sport, Technics, Unity, Virtuality, Zoo, and a 'LOAD MORE TAGS' link. Below the masthead is a grid of ten small image thumbnails representing various stock photos.

1. Background image makes sense only in combination with search box. Otherwise it is useless.
2. It is ok to place search box on background image on the homepage and on the masthead on search results page.
3. Slogan (currently we are considering **Search Asia's largest stock photo collection**) should be placed above the search box (on the homepage).
4. Search box should represent empty entry field and a button to the right:



Recommendations on the design of search boxes are presented in this article: [The Magnifying-Glass Icon in Search Design: Pros and Cons](#).

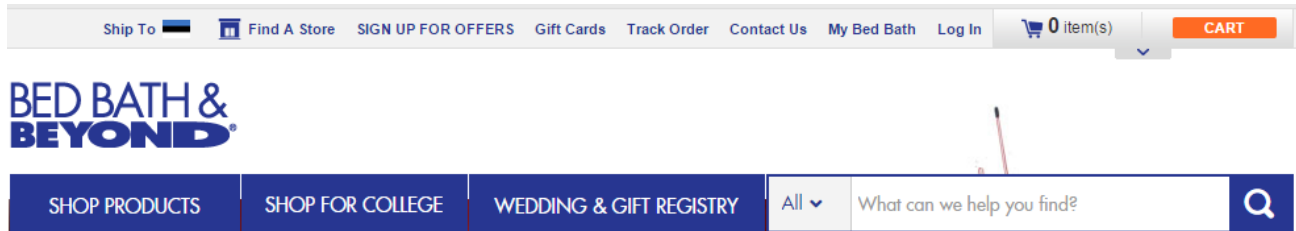
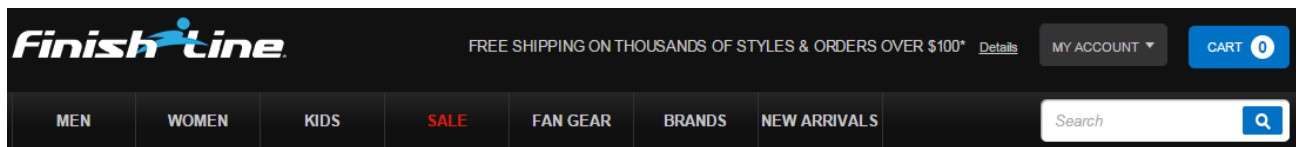
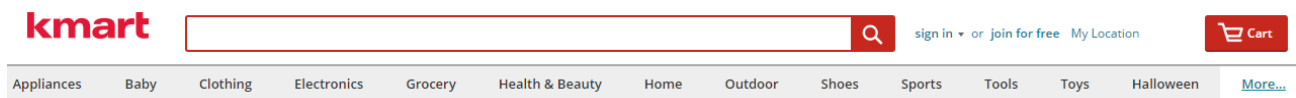
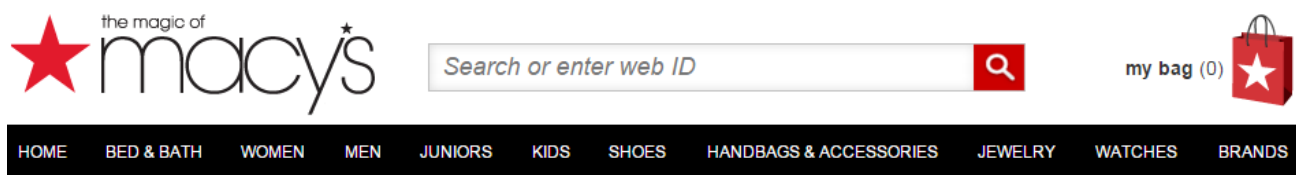
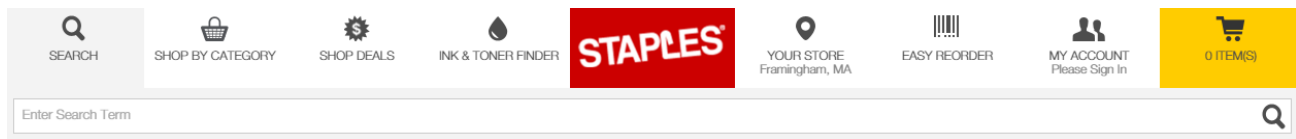
5. Magnifying glass icon should be placed on the button, not at the beginning of entry field.
6. Color of search button should be contrasting to background (applies both to background image on the homepage and masthead's background on the search results page).
7. Entry field background should be *white*.
8. Hint inside entry field (**Search for photos what you need**) is unnecessary.
9. Tags are most probably useless. Search will do all the job.
10. There shouldn't be hover effects at all. Action buttons (if any) should be permanently visible. It seems there may be only one action button: **Add to shortlist**. Example ([iStockPhoto.com](#)):



[+] buttons allow to add photos to favorites and also multiple "lightbox" (subcollections of images). I think this is overcomplication. A single shortlist will be enough.

11. How **Add to cart** button will work? (User selects image resolution before purchasing an image. Should he do this on the shopping cart page or somewhere else?)
12. Showing image info in a popup is not good because of almost inevitable double scrolling (scrolling of the page itself plus scrolling within a popup). Most of photobank websites have a separate product page for image info, options and purchase buttons and we should follow this approach.

13. The basket should be placed *exactly at the top right corner* of a page and it should *contrast* to surrounding objects. I was unable to quickly find the best and perfect example, but websites below illustrate the idea:



HARBOR FREIGHT TOOLS Quality Tools at Ridiculously Low Prices

Search Keywords or Item # SEARCH

Enter Zip Code FIND STORE

We FedEx Most Orders In 24 Hours For \$6.99

Shop 600 Stores Nationwide or Call to Order 1-800-423-2567

NEW This Week VIEW REFER A FRIEND

Table with categories: SALE & CLEARANCE, MONTHLY AD, SHOP BY INTEREST, INSIDE TRACK CLUB, HFT GIVES BACK, POWER TOOLS, AIR TOOLS, HAND TOOLS, TOOL STORAGE, AUTOMOTIVE & MOTORCYCLE, ENGINES & GENERATORS, WELDING, LAWN & GARDEN, MATERIAL HANDLING, EVERYTHING ELSE



UP TO \$100 USD OFF! FASHION-PACKED FALL SALE

Change Sign In / Register NEED HELP? SHOPPING BAG 0

SEARCH



Search Cart \$ 0.00

DOG CAT FISH BIRD REPTILE SMALL PET PET SERVICES SALE GIVING BACK RESOURCE CENTER

FREE SHIPPING on orders over \$49 - exclusions apply BUY ONLINE, PICK UP IN STORE Pick up as early as today! ONLINE BOOKING Now available for most grooming salons

In particular, it is very important that a new visitor would be able to notice the shopping cart quickly and understand that this website doesn't require any subscriptions to purchase images.

Thoughts about AcademyClass.com

Version 1 | 21.11.2015

Online purchase

The possibility to purchase courses online with a credit card may be a competitive advantage.


Selling to introverts

The majority of your customers are probably introverts¹ and this may mean that they prefer booking the courses instead of enquiring about them, so “Enquire now” may be not the best primary call to action for introverted customers. Introverts tend to minimize their social contacts with unfamiliar people; they will thoroughly and independently analyze the courses offered and after making a purchase decision they would prefer to book them online. However, in contrast to phone calls, email and live chat may work well in their case² because they value the opportunity to ask questions before the purchase³.

Product description and call to action

3DS MAX 201: GREEN BELT



OVERVIEW DESCRIPTION OUTLINE WHAT YOU GET **ENQUIRE NOW** 0800 114 3227

Level: Green Belt  **Time:** 9:30 AM - 4:30 PM
Duration: 5 Days **Cost:** £897.00 ex VAT
Hours: 30 Hours

Choose the date you would like to book:

	Dec	Feb	Mar
London		1 - 5	7 - 11
Glasgow	7 - 11		
Manchester	7 - 11		
Vilnius			
Live Online			

If no dates appear then please call 0800 114 3227 for more date information

ACADEMY CLASS  **GUARANTEE** ACADEMY CLASS  **DISCOUNTS**

BOOK NOW **PDF OF THE CONTENT** **LIVE CHAT NOW** **EMAIL ME THE DETAILS**

¹ [Karl Hodge \(2014\) Which personality types make the best designers?](#); the proportion of introverts among designers may significantly exceed their occurrence in the general population.

² [Bryan Eisenberg \(2004\) Online, we're all introverts.](#)

³ [Marcia Yudkin \(2010\) Selling to introverts: 10 ways to appeal to introverts' marketing preferences.](#)

In ecommerce, there must be a product, a possibility to choose product parameters (course dates in your case), and a clear call to action. I like the schedule of courses very much, but in the current design, dates don't look selectable. The design is bawling "Enquire now!" but what about those who want to *book* and don't want to enquire? Then, **Book now** button is invisible in this design.

This design variation must work better:

3DS MAX 201: GREEN BELT

OVERVIEW | DESCRIPTION | OUTLINE | WHAT YOU GET

Level: Green Belt ▲▲ **Time:** 9:30 AM - 4:30 PM
Duration: 5 Days **Cost:** £897.00 ex VAT
Hours: 30 Hours

Choose the date you would like to book:

	Dec	Feb	Mar
London		<input type="checkbox"/> 1 - 5	<input type="checkbox"/> 7 - 11
Glasgow	<input type="checkbox"/> 7 - 11		
Manchester	<input checked="" type="checkbox"/> 7 - 11		
Vilnius			
Live Online			

Book my course **Enquiry by email**
or call 0800 114 3227

ACADEMY CLASS **GUARANTEE** ACADEMY CLASS **DISCOUNTS**

PDF OF THE CONTENT | LIVE CHAT NOW | EMAIL ME THE DETAILS

A similar design can be found on *XChange Training*:

INTRODUCTION

AUTHORISED Training Centre

Learn the fundamentals of Dreamweaver as we guide you through this comprehensive introduction to the leading web-design program. We will show you how to style text and graphics to produce accessible output. This is a great launch point for anyone interested in managing content on the web.

After we give you a complete tour of the Dreamweaver environment, we will show you how to create functional websites with navigations menus, lists, forms, and more. You will grasp the best practices of web design and harness the powerful tools on offer to build, maintain, and style your own sites. Our course will give you the know-how you need to get going in the exciting field of web design and publishing.

Price:	£450.00 ex VAT
Version:	Adobe Dreamweaver CC
Level:	Introduction to Intermediate
Duration:	2 Days (10am-5pm)
Location:	Central London
Computer:	Windows & Mac
Next Dates:	16 Dec - 17 Dec

MAKE AN ENQUIRY **BOOK THIS COURSE**

It can be noted, however, that they use the same visual weight for both CTAs, "enquiry" and "book", and this may be a mistake because "book" is probably the *primary* CTA in this context while "enquiry" tends to be the *secondary* CTA and because of this "enquiry" should be less prominent on a webpage⁴.

Don't offer users to re-select a course on the enquiry form:

⁴ "It's important that primary actions on your interface have the strongest visual weight, and that secondary actions have the weakest visual weight" (Anthony T. (2011) [Visual weight of primary and secondary action buttons](#)).

So you wish to know more? Simply enter your details - and we'll contact you back.

1. Choose location	2. Choose date	3. Contact information	4. Your enquiry
	<p>NOV 30 - 2</p> <p>MAR 20 - 23</p> <p>London</p> <p>Nov 30 - Dec 2</p>	<p>Your Name: (optional)</p> <input type="text"/> <p>Your Email:</p> <input type="text"/> <p>Your Phone: (optional)</p> <input type="text"/>	<p>Your Enquiry:</p> <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;"> <p>Provide more space</p> </div> <p><input type="checkbox"/> Enquire for the other courses at the same time?</p>
<p>Use contrasting color →</p>			<p>ENQUIRE NOW</p>

Consider removing **Your phone** field or clearly mark it optional⁵. Also make **Your name** field optional. Also consider removing **Enquire for the other courses at the same time?** checkbox.

Showing a number of places left (<5) can provide sense of urgency and make visitors act quickly.

Use contrasting color for CTA buttons⁶. Green is already used for many other objects on the page. Also use 3D-looking embossed buttons: they convert better than flat style buttons⁷.

Category pages and product pages

All competitors use more traditional informational architecture for presenting their courses:

- category pages to show a list of courses for a particular software,
- product pages for individual courses.

Placing all courses on a single long scrolling page (and muddling individual courses and training packages together) may be problematic:

- anchor links are not recommended by the usability experts⁸;
- users don't like long scrolling pages and work with them inefficiently⁹;
- the difference between vertical sizes of information presented on different tabs makes a page jump up and down and this can disorient a user on a page.

⁵ "An average 5% dip in conversion rate by including a phone number field. Unless your business is based on post-click sales calls, avoid this field at all cost. Not many people like to have someone call them (unless it's critical to their personal success)" ([Oli Gardner \(2013\) How to optimize contact forms for conversions](#)).

⁶ See section 4 in: [Jeremy Smith \(2014\) 6 characteristics of high-converting CTA buttons](#).

⁷ See pp. 6-7 in: [Ve Interactive \(2015\) The Marketer's Guide to the Perfect CTA](#).

⁸ [Jakob Nielsen \(2006\) Avoid within-page links](#).

⁹ Harms J. ea (2015) Navigation in long forms on smartphones: Scrolling worse than tabs, menus, and collapsible fieldsets, pp. 333-340 in: J. Abascal ea (Eds.) *Human-Computer Interaction – INTERACT 2015: 15th IFIP TC 13 International Conference: Proceedings, Part III*. Cham: Springer | DOI: [10.1007/978-3-319-22698-9_21](#).

The recommendation is to use separate category and product pages. Product pages should have links to related courses (see Media Training and Certitec websites).

Textual descriptions

Blended Learning Experience

With a blended learning at Academy Class you'll really get to hit the ground running and give yourself the very best opportunity to get the most out of your learning experience. Blended learning is an approach to learning that blends

Font size is too small. Current recommendations for modern websites suggest using 16 pt font or higher as a good rule of thumb for body text¹⁰.

Research suggests that black on white text has higher readability than white on grey¹¹. Recommendation is to use black (or “almost black”) on white printing.

Homepage

There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful¹². Remove the carousel completely or replace it with a couple of static banners¹³.

Scrolling within subsections is definitely bad design decision:



Show all courses in a static design. Also avoid pictograms because they uselessly occupy too much screen real estate.

¹⁰ [Hannah Alvarez \(2014\) Choosing the Right Font: A Guide to Typography and UX.](#)

¹¹ [Chris Ridpath ea, Testing the readability of web page colors](#); see also: Hall R. H., Hanna P. (2004) The impact of web page text-background colour combinations on readability, retention, aesthetics and behavioural intention, *Behaviour & Information Technology*, 23 (3), 183-195 | DOI: [10.1080/01449290410001669932](https://doi.org/10.1080/01449290410001669932).

¹² See e. g. [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish.](#)

¹³ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content": p. 6 in [RedEye \(2014\) 10 usability issues we've seen and you should be avoiding.](#)

Confirmation letter

There is no re-engagement link:

Hi there.

Thank you for your interest in Academy Class and your enquiry request.

One of our consultants will soon be in contact with you to give you a quote to match your requirement.

In the meantime [click here](#) to learn a bit more about Academy Class facilities, meet the instructors and some tips / tricks and special offers..

If you have any questions or wish to visit one of our locations you can call us direct on **0800 043 8889**.

Kind regards,

Sarah Paton
UK Sales Manager



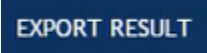
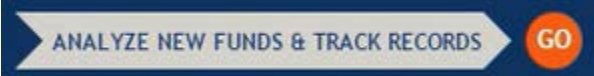




Thoughts about PE.Analyzer user interface

Version 1 | 08.12.2015

First of all, I do not see any catastrophic usability problems with existing user interface. People will be able to learn it and work with it successfully. However, there are some issues that can slow down the learning process.

Interactive and non-interactive objects

The main difficulty in this UI is that it often makes users differentiate between non-interactive (plain text, instructions, labels) and interactive (buttons, links) user interface objects. For example:

-  looks like a main menu item but is probably a button (?);
-  both objects don't look like buttons;
-  is probably a section label but an arrow makes users think this may be an interactive object; then, blue color is a standard visual cue of clickability;
-  this is a button but it doesn't look as a normal button because it is flat and its left border is stitched to vertical navigation section;
-  these buttons look more like headers;
-  the purpose of this button is not clear, a label might help; it is also not clear what screen objects it will apply to when pressed.

The basic recommendations about UI objects are¹:

¹ See section 3 "Make (call-to-action) interactive objects obvious" in: [10 Essential Web Application Usability Guidelines](#); section 3 "Make buttons look like buttons" in: [6 Proven Ways to Boost the Conversion Rates of Your Call-to-Action Buttons](#); [Beyond Blue Links: Making Clickable Elements Recognizable](#); [7 Basic Best Practices for Buttons](#); p. 7 in: Ve Interactive (2015) *The Marketer's Guide to the Perfect CTA* ([PDF](#)).

- interactive objects should look clickable;
- non-interactive objects shouldn't look clickable.

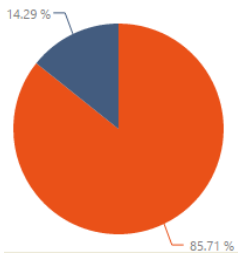
Current flat design trend is wrong because it obscures the difference between these types of objects².

ALL CAPS



Using ALL CAPS is another wrong trend in modern webdesign. It is known since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts³.

Charts



There exists almost a consensus among information visualization experts that circular charts (including pie and doughnut charts, speedometers and gauges) are bad. Research-based opinions of many distinguished practitioners express strong dislike towards circular charts:

- Edward Tufte: *A table is nearly always better than a dumb pie chart; the only worse design than a pie chart is several of them... Given their low data-density and failure to order numbers along a visual dimension, pie charts should never be used*⁴.
- Cole Nussbaumer: *Pie charts are really hard for people to read! What should you do instead? My typical advice would be to replace a pie chart with a horizontal bar chart*⁵.

² See [Long-Term Exposure to Flat Design: How the Trend Slowly Decreases User Efficiency](#); see also our own research: Burmistrov I. ea (2015) Flat design vs traditional design: Comparative experimental study, in: J. Abascal ea (Eds.) *Human-Computer Interaction – INTERACT 2015: 15th IFIP TC 13 International Conference (Bamberg, Germany, September 14–18, 2015): Proceedings, Part II*, Cham: Springer, 106-114 | DOI: [10.1007/978-3-319-22668-2_10](https://doi.org/10.1007/978-3-319-22668-2_10).

³ P. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press.

⁴ P. 178 in: Tufte E. R. (2001) *The Visual Display of Quantitative Information (2nd Ed.)*, Cheshire: Graphics Press.

⁵ Nussbaumer C. (2011) Death to pie charts, *Storytelling with Data* (July 20, 2011), <http://storytellingwithdata.com/2011/07/death-to-pie-charts.html>.

- William Cleveland: *Pie chart judgments are less accurate than the bar chart judgments*⁶. Fortunately, pie charts are little used in science and technology, but they are a staple of business and mass media graphics⁷.
- Brian Suda: *I won't hide the fact that I am not a fan of pie charts. They are the scourge of the graph and charts world! They add little or no value over a table of figures and can easily be misused to misrepresent the data*⁸. I'd like to meet the person who thought that a doughnut chart was a good idea. Someone took a pie chart with all its failings and then had the brilliant idea to cut the middle out!⁹ Any pie chart can be converted into a much more useful and readable stacked bar chart¹⁰. Dealing with a circular visualization and trying to compare its radial portions is always problematic. When designing with data, the story should always be told as clearly as possible. To do so, it is often best to avoid round charts and graphs¹¹.
- Stephen Few: *Radar graphs are rarely appropriate media for displaying business data. Their circular shape obscures data that would be quite clear in a linear display such as a bar graph. I never recommend the use of pie charts. Humans can't compare two-dimensional areas or angles very accurately and these are the two means that pie charts use to encode quantitative data. Bar graphs are a much better way to display this information*¹².
- Harri Siirtola: *The serially-processed table is actually faster than the pie and doughnut chart with four elements, and the serious slowdown starts as late as at seven elements*¹³.
- Todd Snyder ea: *Although they are very popular, there are many drawbacks to using pie charts, and in most cases, there will be a better alternative*¹⁴. Pie charts are usually just nice looking, and don't actually offer an efficient way to easily make sense of information¹⁵.

The basic recommendation about pie charts is to replace them with (stacked) bar charts.

⁶ P. 74 in: Cleveland W. S. (1985) *The Elements of Graphing Data*, Monterey: Wadsworth.

⁷ Ibid, p. 264.

⁸ P. 143 in: Suda B. (2010) *A Practical Guide to Designing with Data*, Penarth: Five Simple Steps.

⁹ Ibid, p. 146.

¹⁰ Ibid, p. 155.

¹¹ Ibid, p. 160.

¹² Section 3.5 in: Few S. (2006) *Information Dashboard Design: The Effective Visual Communication of Data*, Sebastopol: O'Reilly.

¹³ The fastest chart in their research was a stacked bar chart (Siirtola H. (2014) Bars, pies, doughnuts & tables – Visualization of proportions, pp. 240-245 in: *Proceedings of the 28th International BCS Human Computer Interaction Conference on HCI 2014 (BCS-HCI '14)*, Swindon: British Computer Society).

¹⁴ P. 96 in: Snyder T., Eden J., Smith J., Duffield M. (2012) *Microsoft Silverlight 5: Building Rich Enterprise Dashboards*, Birmingham: Packt Publishing.

¹⁵ Ibid, p. 123.

Рекомендации по редизайну сайта Estonian Air

Версия 4 | 17.03.2013

Общие соображения

GE01 Основная идея – накопить критическую массу как бы не принципиальных, мелких изменений и исправленных ошибок, которая своим кумулятивным эффектом обеспечит существенный прирост конверсии.

GE02 Улучшить поддержку транзитных пассажиров; увеличить долю Estonian Air в этом сегменте перевозок.

GE03 Реализовать возможность приобретения премиальных билетов за мили EuroBonus через сайт Estonian Air, поскольку сейчас для этого приходится идти на [неудобный и непривычный] сайт FlySAS.com.

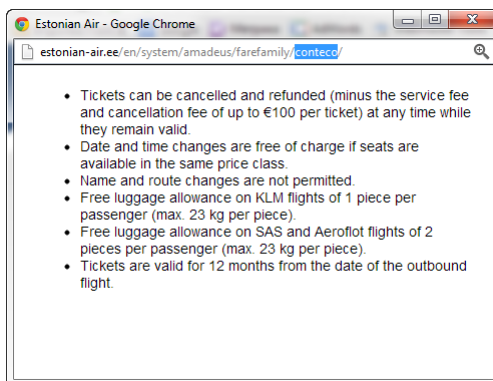
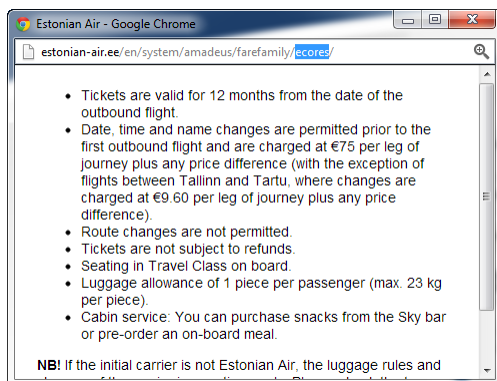
Продвигать программу EuroBonus вместо AirScore; возможно, следует вообще забыть про AirScore. Продвижение бизнеса через соцсети в целом *не работает* в случае трэвел-индустрии.

GE04 Изменить названия тарифных планов на более привычные и понятные, а также подумать над сокращением их количества (чем больше вариантов выбора, тем труднее людям сделать выбор), например, так:

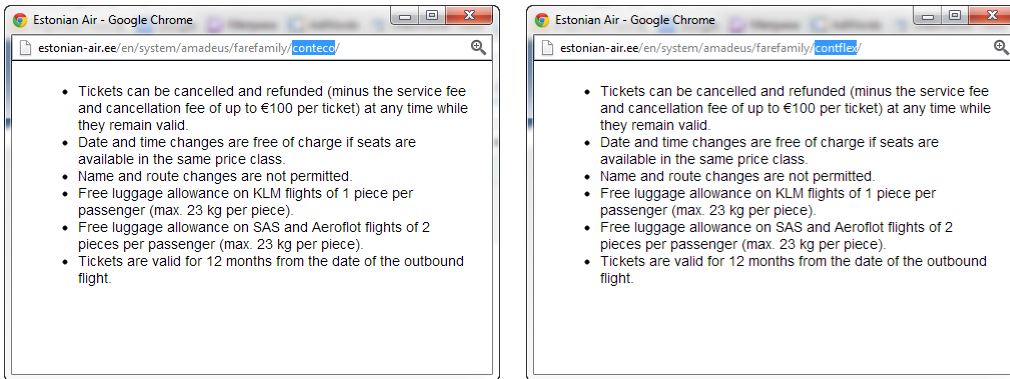
ECO Light	Economy Light
ECO	Economy Standard
ECO Plus	Economy Flexible <i>or</i> Business Light
ECO Flex	
Business	Business Standard

Не использовать слово ECO (упорно ассоциируется с эко-туризмом или снижением авиационного выхлопа CO₂, но никак не с Economy class). В качестве образца для подражания можно использовать названия тарифных планов авиакомпаний-партнёров программы EuroBonus.

«Самодельные» тарифные планы приводят к большой путанице – при их состыковке с тарифными планами других авиакомпаний. Например, казалось бы один и тот же тариф **ECO** для рейсов TLL→CPH и TLL→TLV описан совершенно по-разному:



Ещё более интересный пример: два казались бы *разных* тарифа **ECO** и **ECO Flex** для рейса TLL→TLV описаны совершенно одинаково:



Спрашивается, зачем пассажиру переплачивать за **ECO Flex** лишних €400 с каждого билета?

GE05 Реализовать возможность выбора *разных* тарифных планов для *совместно путешествующих* взрослых пассажиров в рамках *одной* сессии бронирования (например, Passenger 1: Economy Standard, Passenger 2: Economy Light). Смысл предложения: если семейная пара путешествует с *одним* чемоданом массой 23 кг, то зачем ей переплачивать за *второй*? Такая возможность невероятно обрадует пассажиров.

GE06 Возможно, поэтапно-настойчивый отказ Estonian Air от кормления пассажиров является основным фактором неуклонного снижения лояльности клиентов к авиакомпании. Надо что-то делать с бортовым питанием. Сейчас ситуация следующая:

- пассажиры эконом-класса не получают бортового питания вообще (это нонсенс для авиакомпании, которая позиционирует себя как национальный перевозчик, а не дискаунтер);
- пассажиры бизнес-класса получают настолько скромное питание, что оно уступает тому, что получают в других авиакомпаниях пассажиры класса *экономического*.

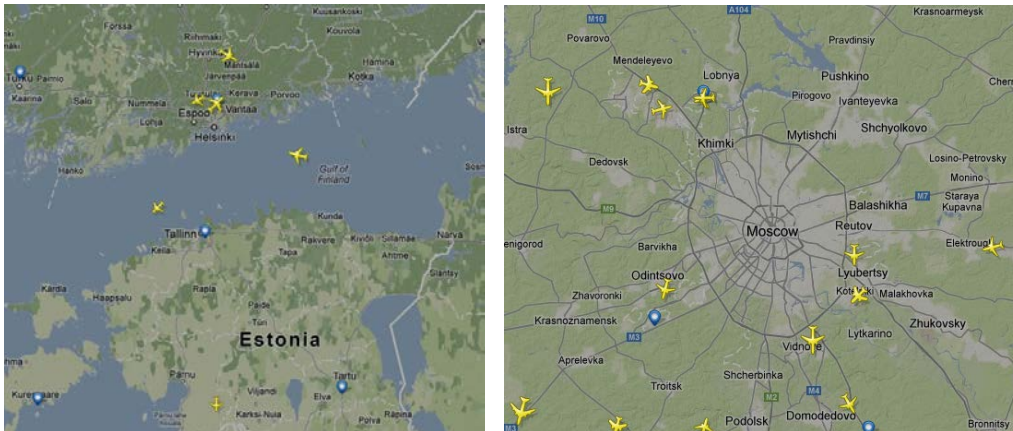
Если загрузка на борт бортового питания сервисами Таллиннского аэропорта действительно запредельно дорога, то можно рассмотреть иные варианты питания пассажиров:

- приобретать борtpитание в других аэропортах, где оно может быть дешевле;
- выдавать пассажирам сухпай в зале ожидания в момент посадки на борт;
- организовать питание в залах ожидания через существующие аэропортовые предприятия питания посредством, допустим, некоторых ваучеров (естественно, бессрочного действия).

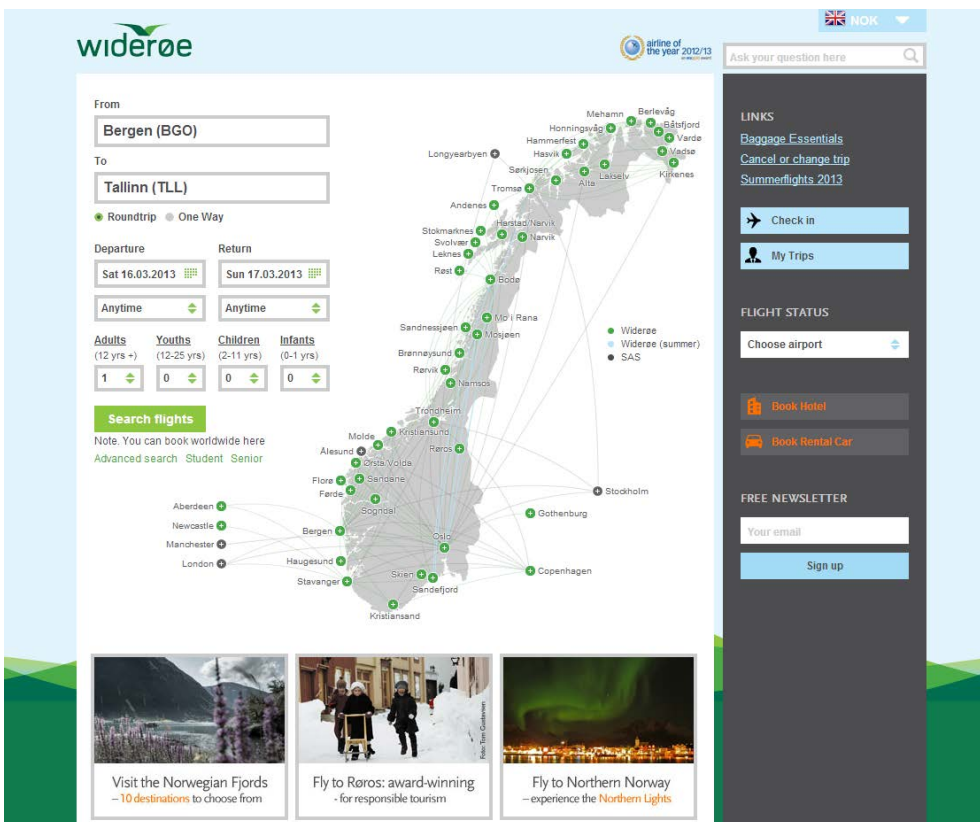
GE07 Не брать пример с airBaltic *ни в чём*. Жлобство до добра не доведёт, каждая «хитринка» балтийских коллег-конкурентов приводит только к потере клиентов и ни к чему более.

GE08 Сделать пиктограммы для обозначения каждого тарифа, чтобы люди быстрее ориентировались при сопоставлении преимуществ-недостатков тарифа. Пиктограмма должна отображать ключевые моменты каждого тарифа (типа обвешивания «голового» пассажира **Economy Light** разными аксессуарами в прогрессии до предельно «экипированного» пассажира **Business Standard**). Аналоги пока неизвестны.

GE09 Показывать на карте в реальном времени, как летят самолёты Estonian Air в трёх масштабах: выбранный маршрут, все самолёты сразу и ситуация вблизи Таллиннского аэропорта. Решения для визуализации существуют (FlightView и FlightRadar):



GE10 Вот кто из всей нордической компании угадал правильный вариант (<http://www.wideroe.no/en>):



Кстати, получили награду *Airline of the Year 2012/13*. Наверно прямо за дизайн сайта. Никаких меню вообще, только ненавязчивые кнопочки справа, это гениально! Великолепно! Вход в воронку должен быть широким и визуально укрупнённым (ну и достаточно эстетичным), и чтобы никакой лабуды сверху, снизу и по бокам. (Самое забавное, что и Estonian Air раньше тоже справа от формы поиска показывала карту и тоже интерактивную, а потом выпилила её.) Вот через эти широкие ворота и надо загонять пассажира. Всё, задача практически решена.

GE11 По карте: по аналогии с «глобусом Украины» можно было бы сделать «Globe of Estonia»: добавить интерактивный глобус, на котором сперва показаны все эти короткие дистанции Estonian Air + уходящие за «горизонт» сегменты, которые обеспечивают партнёры авиакомпании, а если глобус поворачивать мышью, то будут видны достигаемые цели. Некоторый entertainment: крутишь глобус и видишь, куда из Таллинна можно в принципе (с пересадкой) долететь. Глобус естественно интерактивный и позволяет заполнить поле **To** кликом по пункту назначения.

Все страницы

AL01 Не использовать красный цвет вообще нигде. Везде вместо него использовать, например, фиолетовый текст (либо чёрный текст на розовом бэкграунде) и только для сообщений об ошибках. Не использовать цвет, зарезервированный для обозначения ошибок, для любых текстов, не являющихся сообщениями об ошибках.

AL02 Не использовать синий цвет для любых текстов, которые не являются ссылками.

AL03 Никогда не открывать автоматически страницы на новых вкладках (всплывающие окна небольшого размера допустимы).

Главная страница

HP01 Сделать нормальное главное меню. Нынешний вариант со сливающимися друг с другом синими заголовками на светлом фоне и подчёркиванием текущего пункта работает плохо.

HP02 Вообще, о дизайне главной страницы говорить довольно-таки «сложно». Единственное из того, что расположено выше «сгиба страницы» и может кого-то *потенциально* заинтересовать (кроме поиска рейсов, естественно, ну и отдельных пунктов главного меню), помечено зелёной рамочкой:

Lennud Tallinnast	
Amsterdam	al. 89,90€
Moskva	al. 87,90€
Peterburi	al. 80,90€
Kiiev	al. 79,90€
Vilnius	al. 69,90€
Trondheim	al. 69,90€

Самый интересный блок – в самом «загоне»!

Всё остальное – это упрощение наиболее ценной «недвижимости» страницы под совершенно бесперспективное «маркетинговое» проталкивание *абсолютно никому не нужных* сервисов. Поэтому на данном этапе о главной странице Estonian Air ничего больше говорить не будем. Резюмируя, о главной странице сайта можно сказать так: «выигрыш на копейку, упущенная выгода – на рубль».

Форма поиска

SF01 Исправить ошибку с автоочисткой поля **To** при изменении поля **From**:

The image shows a search form with two columns. The first column has a 'From' field with 'Amsterdam' and a 'To' field with 'Tallinn'. An arrow points to the second column, where the 'From' field now contains 'Copenhagen' and the 'To' field is empty, demonstrating the auto-clearing of the 'To' field.

SF02 Исправить ошибку с датами (см. автозаполнение дат сразу после загрузки главной страницы: **Departure Date** в *июне* (откуда берётся июнь, непонятно – возможно, июнь сохранился в кукке от предыдущего посещения сайта); а **Return Date** в *марте* – подставляется *сегодняшняя* дата):

The image shows two calendar widgets. The first is labeled 'Departure Date' and shows the month of June 2013. The second is labeled 'Return Date' and shows the month of March 2013. The dates in the calendars are color-coded: blue for the selected date, red for weekends, and grey for other days.

NB: При этом ни в коем случае не отказываться от уже реализованного запоминания дат (а также городов и количеств пассажиров) в куках. Куки эти в своё время кем-то делались достаточно продуманно, и лучше там вообще ничего не трогать, если нет детального понимания, как всё оно работает.

SF03 Реализовать выбор месяца через дропдаун вместо стрелок влево-вправо (они просто микроскопические и требуют последовательного кликанья для доступа к нужному месяцу, а он вполне может отстоять на полгода от текущей даты: не у всех пользователей настолько развиты сенсомоторная координация и навыки терпения).

Пример:

A dropdown menu showing 'March 2013' with a downward arrow. Below it is the text '(FlySAS.com)'. This illustrates the proposed change from arrow navigation to a dropdown menu for month selection.

Хороший альтернативный вариант: вслед за 99% остальных авиакомпаний вообще отказаться от громоздких календарей, статически размещённых в форме поиска, и разрешить как прямой ввод дат в соответствующие редактируемые поля ввода, так и выбор дат мышью из *всплывающих* календарей. (Это, кстати, поможет решить техпроблемы наподобие упомянутой в **SF02** менее болезненно, поскольку обновление календарей будет осуществляться по пользовательскому клику или табу. Появится также возможность заполнить всю форму поиска, передвигаясь по ней исключительно с помощью табов и иных клавиатурных команд, без постоянного переброса руки с клавиатуры на мышь и обратно. Ну и существенно сократит вертикальный размер формы поиска, что действительно будет полезно.)

SF04 Заменить не самую понятную метку чекбокса **Selected dates only** на **Exact dates**. Одновременно заменить этот чекбокс на группу из двух радиокнопок: **Selected date ±7 days** и **Exact dates** (дефолтная радиокнопка – первая из них).


SF05 Заменить метку кнопки **Search** на **Find flights** (или просто **Find**). **Find** – более позитивная и результат-ориентированная команда, чем ни к чему не обязывающая **Search**.

SF06 Сделать метку кнопки **Find flights** более контрастной (естественный подход: сделать саму кнопку более оранжевой). Использовать этот оранжевый цвет на всех кнопках действия (типа **Continue ▶**) на страницах движка бронирования. Практически идеальный пример (здесь буквы даже с тенями):



Find Flights

(Kayak.com)

SF07 Не показывать две разные ссылки [Discount code](#) or [Voucher](#), поскольку они приводят к одному и тому же результату. Заменить их на синюю метку **Discount code or Voucher** (с шевроном  на конце, поскольку клик по метке вызывает расширение формы поиска). (Распознать, что именно ввёл пользователь в открывшееся поле – дисконтный код или код ваучера – это задача системы, а не пользователя. Пользователь этой разницы не знает и не обязан. Кстати, надо бы отказаться от заглавных букв в этих кодах. Пользователь нажмёт Caps Lock и забудет об этом, а на этапе ввода данных о пассажирах у него возникнут проблемы при вводе имён.)

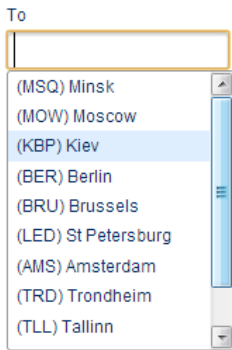
SF08 Не предлагать бронирование автомобиля, гостиницы, страховку или резервирование еды как *альтернативы* покупке авиабилетов. Эти услуги предоставляются третьими сторонами, которые сейчас никак не интегрированы в сайт Estonian Air. То есть, надо убрать все вот эти табы как очевидное зло:



Следует предлагать эти сервисы как дополнения к авиабилету только после того, как пассажир получил окончательное подтверждение покупки билета – на последней странице движка бронирования, ниже всего контента, который там сейчас есть. Не вклинивать эти сервисы в процесс покупки билета ни в форме поиска, ни где либо внутри движка бронирования, потому что это прямой увод пользователя (на абсолютно *чужой* сайт!) от желаемой цели авиакомпания – чтобы посетитель купил у неё авиабилет. Налицо всё тот же принцип «выигрыш на копейку, упущенная выгода – на рубль».

Поэтому, вместо пяти табов надо оставить два: на одном *буквами* написать: **Flights**, а на другом – тоже буквами: **Check-in** и разместить на этом табе стартовую форму чекина. Почему чекин должен быть здесь, а не в главном меню, в подвале или где-то ещё, где чекин сейчас находится? – Причин минимум три: (1) чекин должен быть примерно в том же месте, где покупатель искал свой рейс; (2) потому что при поиске рейса покупатель с куда большей вероятностью обратит внимание на таб **Check-in** и запомнит его, чем ссылку в главном меню или в подвале; (3) потому что большинство авиакомпаний так и делает, то есть, это *ожидаемое* пользователем место для чекина.

SF09 Список городов/аэропортов отсортирован по какому-то поистине загадочному принципу, который, кстати, постоянно разный:



Список нужно упорядочить по полному названию города/аэропорта, а его код (в скобках) поставить после:

Minsk (MSQ)

Moscow – all airports (MOW)

Moscow, Sheremetyevo (SVO)

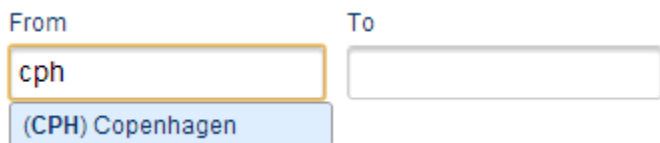
(Из данного предложения вытекает, что *всю* форму поиска придётся сделать пошире. Это точно не повредит. Пространство справа от формы поиска в данный момент ничем полезным не занято: **HP02**. См. также **SF03**.)

SF10 Список знает городской код Москвы **MOW**, но не знает кода аэропорта **SVO** (хотя Estonian Air летает именно в этот московский аэропорт, на ввод кода **SVO** предлагается выбрать загадочный вариант **Svolvaer** (это кажется, где-то на севере Норвегии) – и уже на этой конкретной юмореске авиакомпания наверняка теряет существенные деньги). Список должен распознавать коды аэропортов, потому что пользователи *их знают и вводят*.

SF11 Если пользователь вводит в поля **From/To** «недопустимую» комбинацию букв, поле ввода тут же автоматически очищается. Но пользователь-то продолжает стучать по клавишам, глядя на клавиатуру, и не замечает этой зачистки. В результате при вводе **Stockholm** или **Stockholm** (ошибочном вводе, да, – но много ли людей знают, как правильно пишется **Stockholm**?) и последующем взгляде на экран он ошарашенно узрит в поле ввода только букву “**m**”! Пользователь снова набирает на клавиатуре **Stockholm** и снова видит в поле ввода только букву “**m**”. Очевидный вывод, который сделает пользователь: «Этот сайт вообще не работает».

Выводов же для разработчиков три: (1) поле ввода *никогда* не должно самопроизвольно зачищаться: в нём должен отображаться весь выполненный пользователем ввод (ну а допустим, он сделал *непроизвольную* опечатку в слове, которую способен тут же исправить!); (2) список под полем ввода должен быть толерантен к ошибкам пользователя и предлагать фонетически близкие варианты, например, на ввод **Kopenhagen** предлагать **Copenhagen**; (3) список должен понимать правильный ввод на *языке страны* города/аэропорта, например, **Kobenhavn** – если по-датски.

SF12 Что происходит сейчас в данной ситуации, если пользователь жмёт клавишу **Tab**, как он привык это делать на других сайтах?



Поле **From** заполняется текстом **Copenhagen**. Этого недостаточно. Одновременно должен ещё и выполняться переброс фокуса в поле **To**. См. Kayak.com, где это правильно реализовано.

SF13 Добавить чекбокс **Direct flights only**. (Но, если прямых рейсов даже в диапазоне ± 7 не нашлось, то на странице Search извиниться, что вот не нашли и всё-таки *предложить* рейсы с *одной* пересадкой.)

Движок бронирования в целом

(Имеется в виду всё, что идёт после нажатия кнопки **Find flights**.)

BE01 Провести визуальный рестайлинг движка. Сейчас визуал выглядит архаично, люди уже привыкли к более хорошему на конкурирующих сайтах.

BE02 Уменьшить высоту шапки примерно вдвое (в частности, убрать ненужное изображение самолёта).

BE03 Показать в шапке контактные номера телефонов (справа). Это нужно, чтобы пользователь мог обратиться за поддержкой в случае затруднений/вопросов. Естественно, звонки должны быть бесплатными и отвечаться круглосуточно, а не «Пон-Пт 09.00–17.30».

BE04 Убрать главное меню на страницах движка (использовать так называемый “closed checkout”). Примеры: FlySAS.com, Alitalia.com.

BE05. См. SF06.

BE06 Поместить серую кнопку **◀ Back** (слева, на том же горизонтальном уровне, что и кнопки **Continue ▶**) на все страницы движка, кроме финального подтверждения покупки. Реализовать беспрепятственный откат назад – с любого шага бронирования и вплоть до домашней страницы – с сохранением всех введённых пользователем данных – по этой кнопке.

BE07 Поместить серо-голубую *ссылку* **Start over** сразу правее кнопки **◀ Back**.

BE08 Добавить на все страницы движка в правый фрейм подобие «корзины» (приведённый пример не годится для точного копирования, поскольку **Total price** должна идти последней строкой в верхней секции; к тому же там не хватает ссылки **Change your search**):

Price and info

Bergen (BGO) - Tallinn (TLL)
Sat 6 Apr 2013 (Economy)
Adult 193,71 EUR

Tallinn (TLL) - Bergen (BGO)
Sat 13 Apr 2013 (Economy)
Adult 185,16 EUR
Service fee 10,00 EUR

Total price: 387,87 EUR

Of which includes taxes and carrier-imposed fees: 152,87 EUR
(breakdown of taxes and carrier-imposed fees)

EuroBonus points earnings

Membership level: Basic

You will earn 2 000 points on this trip
of which 2 000 points are basic points.
Basic points qualify you to a higher membership.

Booking class: L, L (outward), L, L (return)

Close

(FlySAS.com)

Реализовать этот блок в виде «поплавка», постоянно видимого на экране (возможно, без нижней секции, где про EuroBonus). Пример: Alitalia.com.

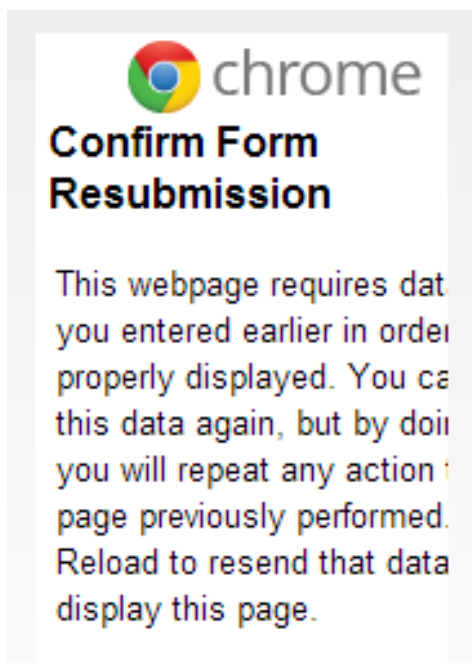
BE09 Сделать нормальный прогресс-индикатор вместо нынешнего:



Прогресс-индикатор – это **важный** элемент процесса бронирования, а не декоративный.

BE10 Сократить количество шагов бронирования с шести до пяти-четырёх.

BE11 Реализовать беспрепятственный откат назад – с любого шага бронирования и вплоть до домашней страницы – с сохранением всех введённых пользователем данных – по *браузерной* кнопке **Back** (←). Сейчас по нажатию этой кнопки получается вот что:



Использование браузерной кнопки **Back** является инстинктивным и абсолютно законным поведением пользователя. Естественно, всё примерно то же самое относится и к кнопке **Forward**.

BE13 Рассмотреть возможность добавления наверху страниц бронирования формы, позволяющей напрямую перезапустить процесс поиска рейсов:




BE14 Рассмотреть возможность добавления хотя бы некоторых из разумных фильтров, реализованных на Kayak.com, на страницы **Search** и **Flights**:

Stops [show all](#)


- non-stop €303
- 1 stop €189
- 2+ stops €352

Times

Take-off Bergen
Thu 06:00 - 21:00



Take-off Frankfurt am Main
Fri 06:30 - 21:30



[Show landing times](#)

Cabin

- Economy €189
- Business €705
- Mixed €1330

Airlines [show all](#)

- Air France €2788
- airBaltic €189
- Alitalia €1330
- British Airways €275
- KLM Royal Dutch €210
- Lufthansa €303
- SAS €308
- Multiple Airlines

[Star Alliance](#) [SkyTeam](#) [oneworld](#)

[Fewer filters](#) ▾


Flight Quality [show all](#)

- Show red-eye (overnight) flights
- Include Hacker Fares [i](#)
- Hide duplicate codeshares [i](#)
- Hide 491 longer flights [i](#)


[Stopover Airports](#)

Durations

Stopover
0h 35m to 23h 30m



Flight Leg
2h 00m to 34h 45m



BE15 Размеры шрифтов надо повсеместно увеличивать.

Страница Search

SE01 Рассмотреть вариант показа *классической* матрицы 7x7 вместо нынешних двух списков ± 7 дней. Вопрос неоднозначный: есть свои плюсы-минусы и там, и там.

SE02 Показывать в ячейках матриц *количество пересадок* для наилучшего тарифа.

SE03. См. BE14.

Страница Flights

FL01 Вся ключевая информация очень мелкая, недостаточно контрастная, плохо отформатирована: короче, предназначена для пользователей с идеальным зрением. Надо исправить.

FL02 Краткие описания тарифных планов трудночитаемы (мелкий серый шрифт), написаны в «художественном» («маркетинговом») ключе и оттого малоинформативны:

Fare type	Fare description
ECO Light	The easiest and most affordable way to fly, with hand luggage only. If simplicity and convenience are your priorities, ECO Light is just the ticket! more details
ECO	The perfect choice for travellers looking to fly simply and affordably but who still wish to take checked-in luggage. more details
ECO Plus	The ideal ticket for anyone who sees the financial benefit in a Travel Class ticket but still wants to enjoy a snack and drink on board. more details
ECO Flex	The sensible choice for anyone who may need to change or cancel their ticket. These tickets also provide you with a seat in the more private Premium salon on board, whose standard services include a meal and drinks. more details
Business	If you like the best of everything, this is the ticket for you! Business Class tickets provide you with complete flexibility in terms of conditions and can be both changed or cancelled. You can relax before your flight in the Business Class Lounge, and while on board you will enjoy all of the benefits and privacy of the Premium salon. more details

Весь этот блок кратких описаний надо убрать. Чуть более подробное и конкретное – по ключевым пунктам, отличающим один тариф от другого – описание тарифа должно быть доступно в симпатичном всплывающем окне при клике по ссылке-названию тарифа (или пиктограмме с вопросительным знаком) в заголовке таблицы рейсов. Так оно сейчас и сделано, но тексты порой многословны и выглядят неэстетично.

Подумать над реализацией стандартного паттерна сравнения тарифов.

FL03 Этот текст тоже лишней:

Select your outbound and return flights and prices below. It is possible that some flight or price options may not be combined. Prices are for all passengers and include taxes and fuel surcharge and service fees.

Ниже, рядом с ценой и над кнопкой **Select >** вся суть уже написана:

Selected dates

Depart: Sunday, May 05

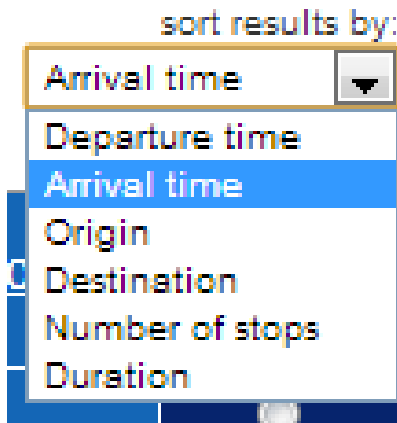
Return: Sunday, May 26

€404.30 (For all passenger including taxes)

select >

Хотя, фразу “Prices are for all passengers and include all taxes and fees” (укороченный вариант исходной фразы) можно было бы и оставить на тех местах, где она сейчас есть. Или даже написать нечто пафосное “We always show final prices” или что-то в этом роде. Правда, это придёт в некоторое противоречие с **GE05**, где мы предполагаем возможность *уменьшения* финальных сумм.

FL04 Сортировка на этой странице совершенно незаметна и по дефолту сортирует рейсы по «необычному» параметру **Arrival time**:



Надо сделать сортировку более заметной, убрать оттуда нелепые опции **Origin** и **Destination** и сделать дефолтной сортировку по **Duration** (**Duration** высоко коррелирует с **Number of stops**, что сделает возможным перенести работу с количеством остановок из сортировки в *фильтры*).

Также рассмотреть сортировку по продолжительности пересадок между рейсами.

FL05 Не обязательно красить все планы в оттенки синего: подумать над более впечатляющей палитрой.

FL06 Ячейки таблицы с вариантами полётов являются кликабельными по всей площади (и это очень правильно), но *не выглядят* кликабельными, что заставляет пользователей прицеливаться мышью точно в радиокнопку. Подумать, как придать ячейкам кликабельный вид по всей площади ячейки.

FL07 Пиктограмма **Available seats** выглядит в точности как кнопка, но ею не является:



Надо переделать, сделать её плоской.

FL08 Пользователю непонятно, почему у одних тарифов количество **Available seats** указано, а у других нет. Например, в данной комбинации пользователь вполне может решить, что для вылетающего рейса мест по дешёвым тарифам *вообще нет* (ведь для обратного рейса количество свободных мест для этих тарифов указано!), хотя *на самом деле всё наоборот*, и дешёвых мест как раз в избытке:

ECO Light	ECO	ECO Plus	ECO Flex	Business
€255.06	€275.06	€315.06	€561.06 4	€753.06 4
€225.06	€245.06	€285.06	€561.06 4	€753.06 4

ECO Light	ECO	ECO Plus	ECO Flex	Business
€455.26 5	€475.26 5	€515.26 5	€591.26 4	€783.26 4
€325.26 3	€345.26 3	€385.26 3	€591.26 4	€783.26 4

(Это, кстати, может оказаться достаточно серьёзным препятствием в ходе бронирования! Но это надо бы протестировать: как пользователи воспринимают отсутствие показа оставшихся мест.)

Если билеты имеются в достаточном количестве, можно написать, например, **>10**. Возможное возражение против такого решения: «если показать избыток билетов, то это не будет побуждать пользователя купить билет *прямо сейчас*». Не будет, да. Потому что ограниченность ресурса действительно побуждает к немедленной покупке, а его избыток напрямую не побуждает. Наши контраргументы: (1) пользователь *в любом случае* будет ходить по другим сайтам и сравнивать цены; (2) пользователь *запомнит*, что на сайте Estonian Air показано достаточное количество мест (в отличие например от сайтов агрегаторов, которые этой информацией вообще не располагают – что и подрывает доверие пользователей к агрегаторам и возможно повышает доверие к реальным поставщикам – авиакомпаниям), и вернётся сюда позже.

FL09 Убрать значок **e** как очевидный анахронизм. Кроме того, в комбинации со ссылкой **details** он прямо вредит, поскольку непонятно, к чему относится эта ссылка – это разъяснение смысла значка или какое-то иное разъяснение:

e [details](#)

FL11 Не запускать всплывающее окно по ссылке **details**. Вместо этого использовать разворачивание краткого описания рейса в расширенное – «по месту».

FL12 См. **BE14**.

FL13 Обязательно чётко показывать overnight-рейсы.

Страница Review

RW01 Эта страница – очевидный кандидат на удаление. Здесь нет *ничего*, что мы не могли бы показать на других страницах. Зато эта страница перегружена бессмысленными текстами. Совершенно не исключено, что именно на этой странице конверсия и теряется.

ESTONIAN AIR

Book Special offers Timetable Check-in Flight information Loyalty programme Corporate

steps: search flights review travellers purchase reservation

review your flight details

! Dear customer, you have chosen Light product that includes HAND BAGGAGE ONLY (8kg). NB! Fee for checking in baggage is 40 €. In case you travel with checked-in baggage or you have not decided about your baggage yet, please choose Eco fare. Light Eco ticket change is not permitted and ticket is not refundable.

Legend: **e** = e-ticket option, EUR = Euro

Tallinn - Stockholm

Flight 1 Sunday, May 05, 2013
Departure: 10:30 Tallinn, Estonia - Lennart Meri
Arrival: 10:25 Stockholm, Sweden - Arlanda, terminal 5
Airline: Estonian Air OV123 **e** Duration: 0:55
Aircraft: Embraer 170
Fare type: [ECO Light](#)

Stockholm - Tallinn

Flight 1 Sunday, May 26, 2013
Departure: 18:40 Stockholm, Sweden - Arlanda, terminal 5
Arrival: 20:35 Tallinn, Estonia - Lennart Meri
Airline: Estonian Air OV126 **e** Duration: 0:55
Aircraft: Embraer 170
Fare type: [ECO Light](#)

Legend: **e** = e-ticket option, EUR = Euro

price

travellers	air fare	taxes and fuel surcharge	service fee
2 adult(s) x	(123.00 +	69.15 +	10.00) =
total for all travellers 404.30 EUR			

[purchase conditions](#)
[fare basis information](#)

[Convert displayed currency](#)

fare notes

ECO Light: The easiest and most affordable way to fly, with hand luggage only. If simplicity and convenience are your priorities, ECO Light is just the ticket! [more details](#)

flight notes

- This fare is bilaterally agreed between Estonian Air and the selected airline(s).
- To ensure that you get this fare, the reservation should be made now.
- Flights must be taken in the sequence provided on the ticket. If no-show on the outbound flight, the seat on the inbound flight is cancelled.
- To ensure you obtain the ticket(s) at the quoted fare(s), they must be purchased in the country of departure.


[start over](#) [traveller details >](#)

(A) Это сообщение безусловно надо показывать не здесь, а на предыдущей странице Flights:

! Dear customer, you have chosen Light product that includes HAND BAGGAGE ONLY (8kg). NB! Fee for checking in baggage is 40 €. In case you travel with checked-in baggage or you have not decided about your baggage yet, please choose Eco fare. Light Eco ticket change is not permitted and ticket is not refundable.

(B) Остальной контент страницы представляет собой либо полный мусор, либо мы его тоже можем показать на других страницах.

РУ01 Предлагается такой вариант редизайна:



<Progress bar> **Payment**

Payment

Order details

Item code	Description	Quantity	Sum
68QJ44	Copenhagen (CPH) – Tallinn (TLL) (OV144 05/05/2013 15:00) Tallinn (TLL) – Copenhagen (CPH) (OV143 12/05/2013 13:25)	2	700.30
COV112019	Traveler cancellation coverage	2	40.00
VAT	0%		0.00
Amount order total			740.30€




I would like to order Trip Cancellation Coverage that costs 20.00 € per passenger, total 40.00 € [terms and conditions](#)



Enter up to 2 voucher/discount codes:

In case your purchase costs less than the value on the gift card, excess amount will not be compensated and it cannot be used for your future purchase. Please note: no refund for voucher payment.


Choose payment method


Show payment options for:


Credit card   


Your credit card details are sent secured and are not stored by Estonian Air. After completing the payment you will receive an order confirmation by e-mail.  

You may use a bank link if you have an account in one of the following **Estonian** banks:

Swedbank 

SEB U-net 

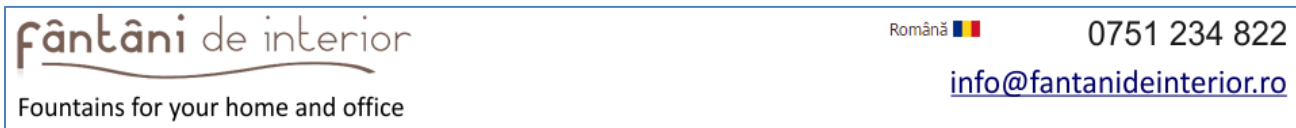
Nordea 

Danske Bank 

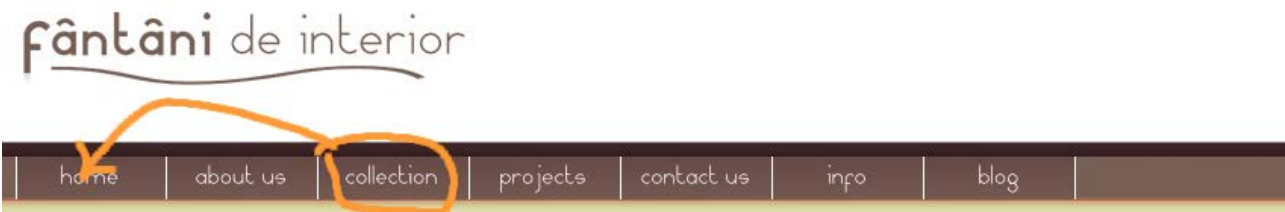
Thoughts about Fantani De Interior

Version 1 | 09.01.2016

1. Explain your offer below the logo and also add your phone and clickable email to the masthead:



2. Make **Collection** your homepage:



3. The main menu should be:

Collection | Projects | Blog | Support | About | Contact

Info is most probably a useless page. Add **Support** page instead, this will show your prospective customers that they can rely on your assistance in case of any problems.

Also consider adding **Guarantees** page.

4. Avoid this idiocy:



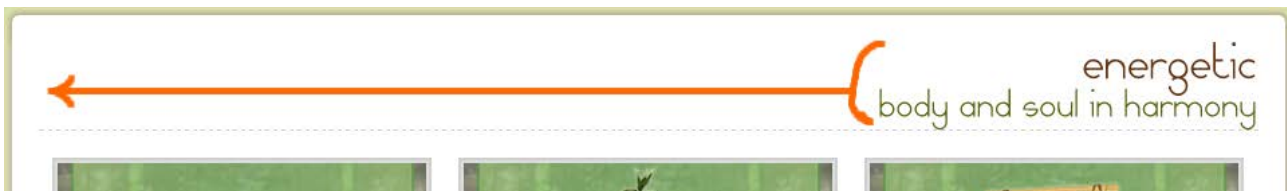
Images should be immediately clickable.

5. Show prices on the images:

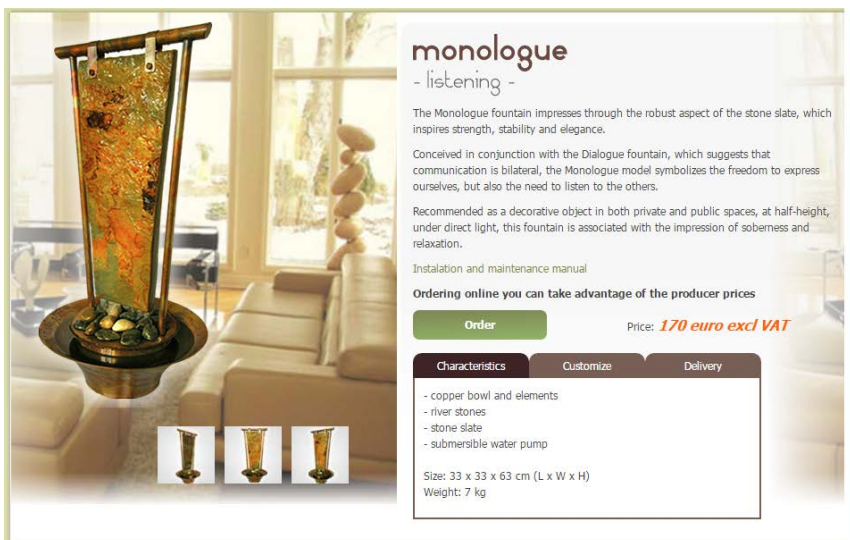


6. Show prices including VAT.

7. Left align category headers:



8. Swap around image and description/CTA section:



9. Provide info about the cost of delivery on product pages. Also show the delivery time.

10. Add a link to mounting/exploitation instructions to product page. **Info** page is a wrong place for them.

11. Allow online payments, i. e. transform your website into a normal ecommerce website with shopping cart and checkout.

Recommendations on Gatherin.com.au redesign

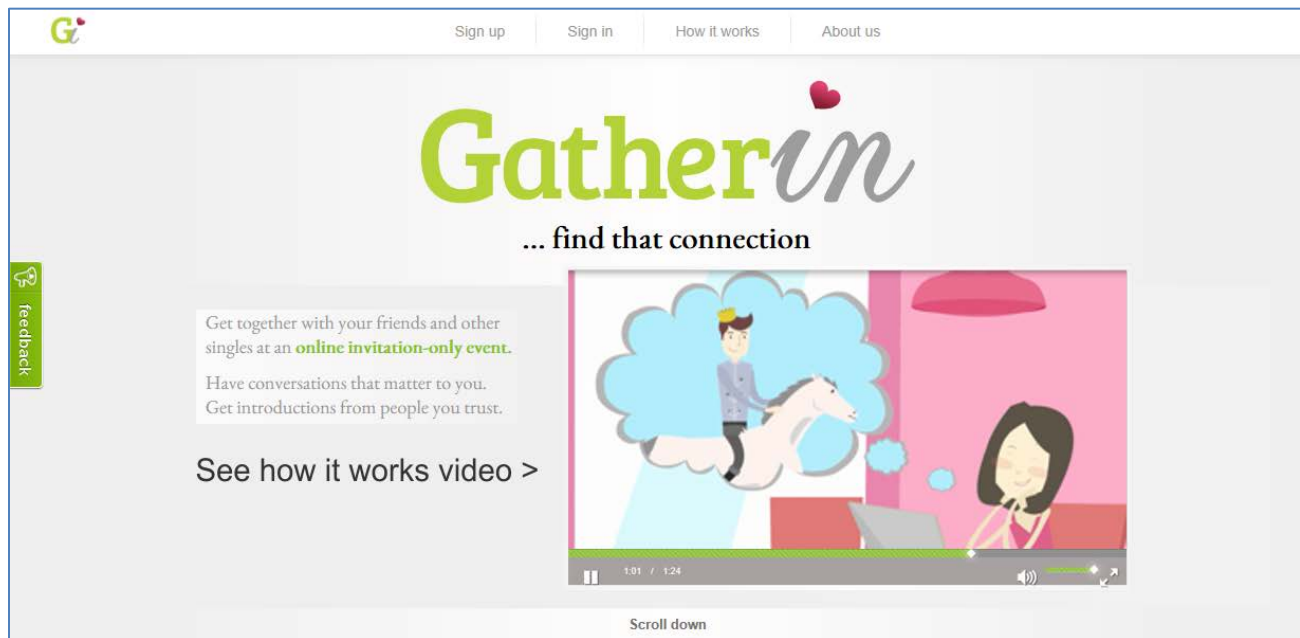
Version 2 | 31.12.2013

Homepage

HP010 The design of your homepage is trendy, but it makes people scroll, scroll and scroll. Although I am unaware of scientific evidence that people are bored with scrolling modern homepages, this is very probable.

Recommendations:

- Consider making your homepage more compact. In particular, try to place more key info above the page fold¹.
- At least do the following:



HP020 You mention "nice crowd, free of shady characters". However, images on your website depict exactly these shady characters ☹:

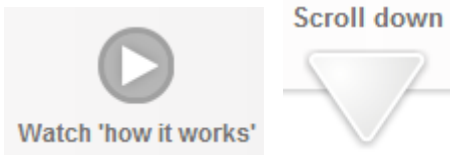


¹ "Web users spend 80% of their time looking at information above the page fold. Although users do scroll, they allocate only 20% of their attention below the fold": <http://www.nggroup.com/articles/scrolling-and-attention/>.

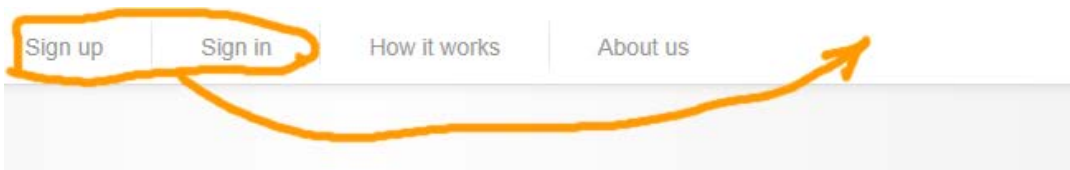
Recommendation:

- Replace grey with a different color in the website palette. In particular, consider using blue and pink for male and female personages because this is a *de facto* standard on dating websites. Currently your website is not looking as a dating one. It probably must. Most dating websites use blue and pink as their main palette colors². Your graphic designer may believe that blue and pink are extremely banal, but this may work well.

HP030 Never use grey for clickable objects because grey means “disabled”, “non-clickable”:



HP040 Place login to a position where a user expects it to be, i. e. upper left corner:



HP050 Printing grey text on grey background means low readability of your content.

Recommendation:

- Add more contrast to your copy.

Sign Up



SU010 *People hate to sign up.* Avoid this barrier and use gradual engagement approach described in Luke Wroblewski’s article “Sign Up Forms Must Die”³.

Recommendation:

- In your case, this may mean that you should first allow creating a starter, then ask to fill in a profile, and only after that ask for personal details necessary to authorize in the system (login/password).

² See results of a Google search for “dating website template”:

<https://www.google.com/search?site=imghp&tbm=isch&q=dating+website+template>

³ <http://alistapart.com/article/signupforms>; see also Luke’s presentation: <http://www.lukew.com/presos/preso.asp?25>.

Sign up form

Create your free account

Email address
Email address

Password Password Confirm password Repeat password

First name First Name Last name Last Name

Screen-name (The name that other people will see)
Screen Name

Gender I am a woman I am a man

Sign up

By clicking on 'Sign up' you are agreeing to our [Terms of service](#)

SF010 Sign up form is heavy.

Recommendations:

- Do not ask for password confirmation.
- Use **First name + Last name** as a default **Screen-name**.
- Preselect **I am a woman** radiobutton. (Women will be pleased, men will forgive you.)

SF020 It is very good that you place field labels above the fields, but repeating labels inside the fields is absolutely unnecessary (see also “Don’t Put Labels Inside Text Boxes” article⁴).

E-mail confirmation

Howdy Ivan Bumistrov,

Welcome to Gatherin!

This is a quick email to welcome you to Gatherin. It contains some important information and handy hints, so we suggest you keep a copy of it somewhere so you can refer to it again later if necessary.

Kind regards
Gatherin support team

EM010 I understand this is a dummy message. Anyway, if you want a user to keep your email then include the following: (1) link to your website, (2) login, (3) password.

⁴ <http://www.uxmatters.com/mt/archives/2013/02/dont-put-labels-inside-text-boxes-unless-youre-luke-w.php>

Profile pages

Create your account Credits available: 50.00 (Buy more credits)

A few more details about you

Location (Enter your town or city name)
Sydney

Date of birth
day month year

My height
under 5'0/152 cm

My smoking habits
Don't smoke

Next >

Create your account Credits available: 50.00 (Buy more credits)

Ivan Burmistrov's profile

Upload a profile photo

Tell us about you in 140 characters or less
Tell us a bit about you in 140 characters or less

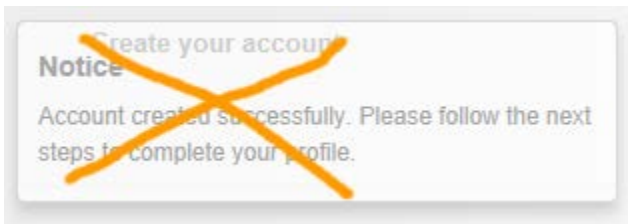
profile pic

Rank things that interest you by selecting from the menus below. These will not appear on your profile.

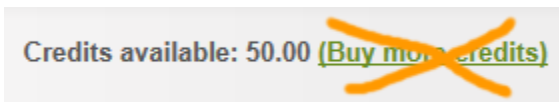
Very interest Quite interest Interesting

Back Finish

PR010 Don't show this notice, it's unnecessary and only side-tracks user's attention:



PR020 Don't mention purchasing anything during profile creation:



PR030 Is *Sydney* a good default for **Location** in your case? (I don't know.)

Location (Enter your town or city name)
Sydney

PR040 If my height is 184, what should I select from this list?

My height

under 5'0/152 cm

- under 5'0/152 cm
- 5'0/152 cm
- 5'1/154 cm
- 5'2/157 cm
- 5'3/160 cm
- 5'4/162 cm
- 5'5/165 cm
- 5'6/167 cm
- 5'7/170 cm
- 5'8/172 cm
- 5'9/175 cm
- 5'10/177 cm
- 5'11/180 cm
- 6'0/183 cm
- 6'1/185 cm**
- 6'2/188 cm
- 6'3/190 cm
- over 6'3/190 cm

© Learnerra 2013

Recommendations:

- Replace this dropdown with an entry field. Don't make people to pause not knowing what to do.
- Think about removing this field or making it optional.

PR050 Don't ask unnecessary questions:

My smoking habits

Don't smoke

Don't smoke
Occasionally / socially
Regularly
Trying to quit

PR060 If this is not for profile, explain why do you ask about interests:

Rank things that interest you by selecting from the menus below. *These will not appear on your profile.*

Very interesting
▼

Quite interesting
▼

Interesting
▼

PR070 After registration and profile creation, make **Start a gathering** the main point because this is probably why a user has just registered and created his profile:

Summary

Invitations, Gatherins & 121s

Profile, Contacts & Starters

Your Gatherin account

Summary

- Invitations to read
- Gatherins to join
- 121 to answer
- Complete your profile
- Start your own Gatherin event
- Latest news about Gatherin

Summary (An overview of the most important things happening to you)

Invitations (#)
You have # unread invitations in your inbox. view

Gatherins to join (#)
You have accepted invitations to # Gatherins that are live right now. view

121s to answer (#)
You have # 121 messages to answer. view

Start your own Gatherin
Why not start your own Gatherin. Invite your friends and have a party. Start a gatherin

Latest news
Latest news from a manual update can go here. Latest news from a manual update can go here. Latest news from a manual update can go here. Latest news from a manual update can go here. Latest news from a manual update can go here. Latest news from a manual update can go here.

Also consider loading **Start a new gathering** wizard instead of showing the **Summary** page.

Start a new gathering

SG010 Close calendar after selecting a date:

When would you like your gathering to start?

2013/12/31

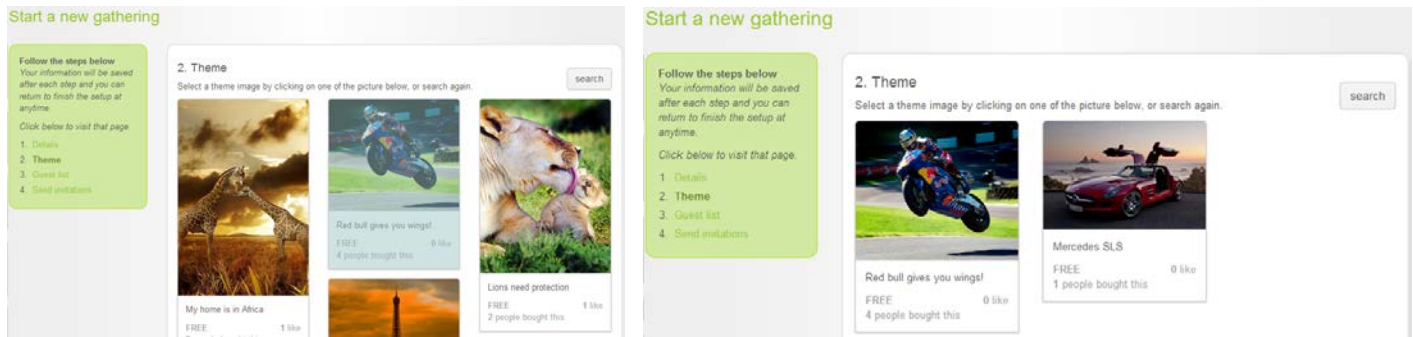
December 2013 ▶

Su	Mo	Tu	We	Th	Fr	Sa
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Recommendations on Gatherin.com.au redesign
Version 2 | 31.12.2013

5

SG020 Browser's **Back** button works incorrectly on these pages:



SG030 There must be options to load a file from user's computer and enter image URL:

2. Theme
In order to choose a theme image you can

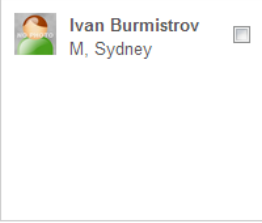
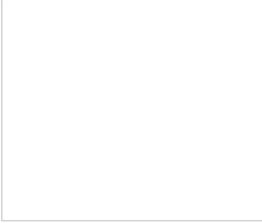
- A. Select a previously saved image from your library
- B. Select from popular themes
- C. Search for a new theme image by entering up to 3 words that describe your gathering below

1.
2.
3.

SG035 Allow adding comments to a starter image: "Let's discuss bla bla bla...".

SG040 This dialog is incomprehensible and must be redesigned:

3. Guests
Invite your existing contact, or add new contacts to your contact list and your guest list.

<p>Add guests Add guests to your guest list by selecting names and clicking the add button.</p> <div><p>Ivan Burmistrov M, Sydney</p></div> <p><input type="button" value="Add guest"/></p>	<p>Remove guests Remove guests from your guest list by selecting names and clicking the remove button.</p> <div></div> <p><input type="button" value="Remove guest"/></p>	<p>Add new contacts Add new contacts to your guest list by entering a first and surname and email below.</p> <p>First name <input type="text"/></p> <p>Surname <input type="text"/></p> <p>Email address <input type="text"/></p> <p><input type="button" value="Add contact"/></p>
---	---	--

When you have completed choosing your guests, click to continue.

SG050 In particular, avoid scrolling here:

Galina

Surname

Panova

Email address

galina@venekeel.com

Gender

woman man

SG060 Insufficient space for a message:

4. Send invitations

Type a personal message to your guests.

Dear friends,

I would like to invite you to a virtual dating event.

Invitation message

IN010 Include inviter's message into invitation email:

Howdy Galina Panova,

You have been invited to Dedushka Pihto's Gatherin!

'Cocktail Party 888' starts on 5:00am 2014-01-01 and lasts for 2 days.

You can view your invitation [on Gatherin](#).

Kind regards
Gatherin support team

IN020 After clicking [on Gatherin](#) link an invitee arrives to **Sign in** page. Instead of this, forward her to **Create your free account** form. Prefill **Email address**, **First name**, **Last name** and **Gender** because you *already have* this info:

Email address

galina@venekeel.com

Password

Confirm password

Repeat password

First name

Last name

Galina Panova

Screen-name (The name that other people will see)

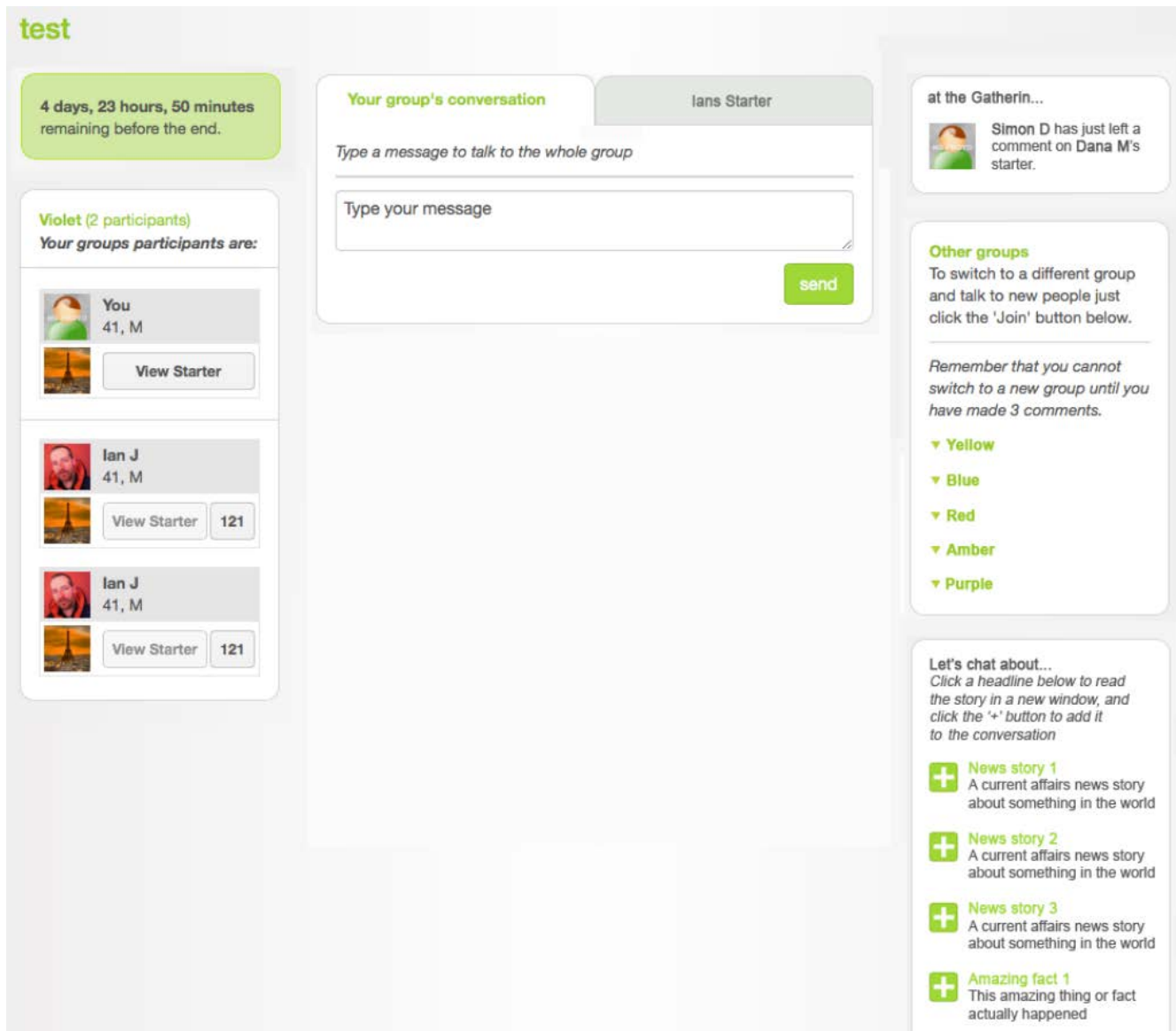
Screen Name

Gender I am a woman I am a man

Use **First name + Last name** as a default **Screen-name (SF010)**.

IN030 The order of fields in registration forms for invitees and those who register independently can be made different.

Conversation



CO005 Your main goal is probably to avoid this scenario:

- [1] Mary gets an invitation to attend a gathering
- [2] Mary spends considerable time on registration and profile creation
- [3] Mary comes in the conversation room
- [4] It appears to be an “empty” space
- [5] Mary leaves for evermore

CO010 First of all, conversation page must look as an “active” place. Show messages with timestamps, show who is online, show more notifications about last comments. This “activity monitor” is not enough:



CO020 Consider adding a “lobby” space in addition to “rooms” (groups).

CO030 Think about adding a schedule of “circle times” and informing visitors about the next meeting time.

CO040 Allow sending messages to participants who are offline.

CO070 One of probable problems with initial arrangement of participants into groups. For example, John invited Mary but the system placed them into different groups. When Mary attends the room she expects to see John but he is absent. Mary counted on John that he might introduce her to the strangers and now she is peeved with John. But John is no ways to blame!

On the other hand, John and Mary are old friends and they are not interested in dating with each other, so placing them into the same small group is prospectless.

Recommendations:

- You need not to place an inviter and his invitees into the same group but it is desirable to inform invitees that an inviter is present now and to show them in which group he is located at the moment.
- It is also desirable to show an inviter who from his invitees followed his invitation to attend the gathering.

CO075 Generally, a key piece of any online community is that you can see who is there, right now. BBS’s and IRC channels had this, back in the day, and today’s equivalent is the presence information in instant messengers. Facebook shows who is online as well. And you know that dating websites usually have that indication.

Recommendations:

- Provide clear indication of *how many* participants are online (in total and in each group).
- Provide clear indication of each participant online status and also show the time when he last visited the gathering.

CO090 Consider adding “Tip a friend about NNN” functionality allowing to inform a friend about a candidate NNN who might interest him.

CO095 Consider adding “Who viewed my profile” functionality.

CO100 Asynchrony of current communication. I think your real goal is live chat. I suspect that people are not very interested in “another Facebook” for dating. Two main measures to transform communication into synchronous mode are introducing the schedule of meetings (**CO030**) and a lobby as the primary meeting place (**CO020, CO080**).

(In fact, I make all recommendations on the premise that communication must be synchronous.)

Юзабилити-проблемы на сайте OnlineTours.ru

Версия 1 | 20.03.2014

Форма поиска

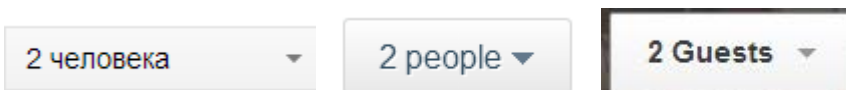
Как только посетитель помещает курсор в поле ввода пункта назначения – и ведь он уже знает, что именно хочет в него ввести – вдруг экран дёргается и появляются какие-то разноцветные картинки (да ещё и подсказка в поле ввода становится другой):



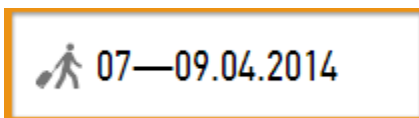
Далее начинаем тормозить посетителя на ровном месте, заставляя его разбираться в «указателях М/Ж»:



Сделайте выпадающий список, как сделано на всех сайтах:



Даты должны быть двумя полями, а не одним:



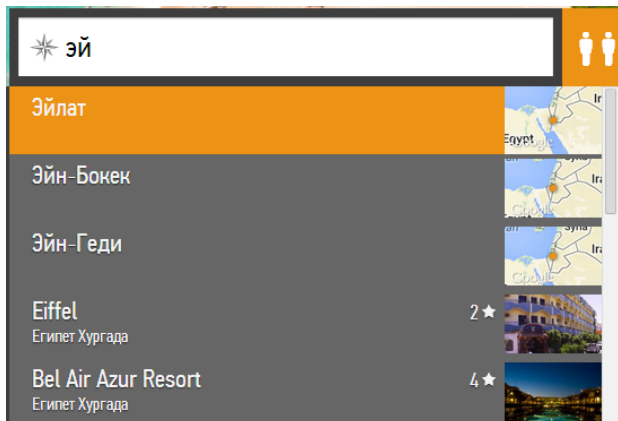
На всех сайтах их два:



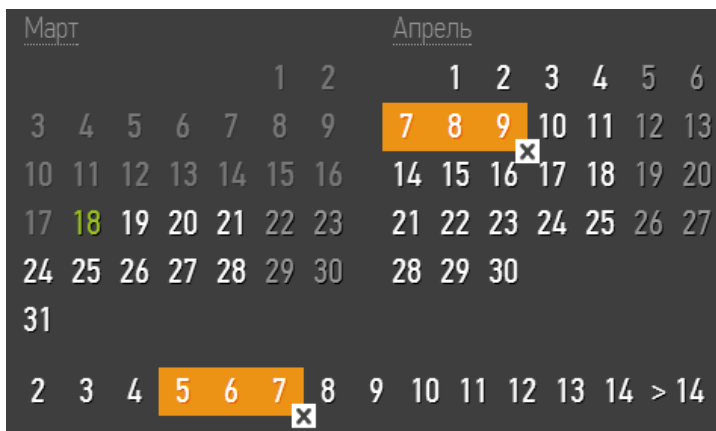


И кстати не нужно заранее подставлять туда конкретные даты. А вот после того, как пользователь **выбрал** нужные ему даты, их нужно помнить железно и не сбрасывать на дефолтные значения никогда.

Карты и фотографии здесь зачем, скажите пожалуйста?:



Два подсвеченных диапазона однозначно сбивают с толка:



Значит опять вместо того, чтобы спокойно выбрать даты, пользователю надо разбираться, что это такое тут...

И вот с этим, подозреваю, разберётся дай бог один человек из пяти:



Поиск

Во-первых, **неправда**, во-вторых, неправильное формирование имиджа: «все плохие, одни мы хорошие»:

На других сайтах не показывают финальные цены

Есть топливные сборы и прочие доплаты

Мы всегда показываем

финальные цены

Поисковая выдача

Вы всерьёз думаете, что эти иероглифы всем сходу понятны?:



Страница отеля

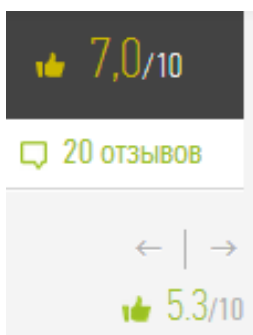
Не надо открывать страницу отеля на новой вкладке, потому что тогда не работает кнопка Back:



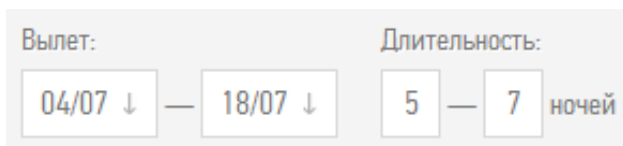
Карта – это не то же самое, что фотография. Карта должна быть отдельно:



Вверху 7.0, пониже 5.3... это хороший отель или захудалый?:



Посетитель хочет отдохнуть две недели. Что означают 5–7 ночей?:












Нет, я-то понимаю, что эти цифры надо было выбирать ещё на первой странице, а здесь уже поздняк метаться, но далеко не каждый это сообразит. И купит путёвку на 5 дней в уверенности, что покупает на две недели.

Шрифты **повсеместно** необычные и нечитабельные (низкий контраст, condensed-стиль):

Описание отеля Arcadia SPA

Провести увлекательный отдых на побережье Красного моря предлагает очаровательный отель Arcadia Spa Eilat 3*. Находится прямо на красивой прогулочной Набережной, которая отделяет отель от чистого галечного пляжа. На пляже можно насыщенно проводить досуг, занимаясь виндсерфингом или снорклингом. До центра Эйлата всего несколько минут ходьбы. Уютный отель Arcadia SPA 3* – прекрасное место для отдыха с детьми. Для юных гостей здесь предусмотрены качественные условия. Номера, с видом на залив Анаба, оснащены детскими кроватками. В ресторане предлагается воспользоваться высокими стульчиками и заказать специальное детское меню. Праздничное настроение детишкам всех возрастов подарят веселые выступления аниматоров и занимательные игры в мини-клубе. Отель известен своим SPA-центром, где проводятся ультрасовременные лечебно-оздоровительные процедуры. Здесь можно укрепить свое здоровье, избавиться от многих заболеваний, восстановиться после тяжелых травм. Экскурсионные туры отеля покажут Вам такие знаменательные места курорта как: Дельфиний риф, подводную обсерваторию и город царей. В ресторанах отеля подаются пикантные блюда китайской и международной кухни. В баре у бассейна можно неспешно провести время, наслаждаясь бокалом выдержанного вина!

Компактно, да, но с этим опять надо разбираться, как оно работает:

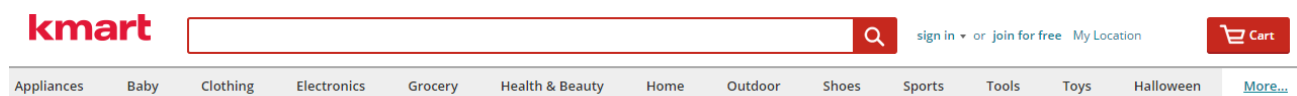
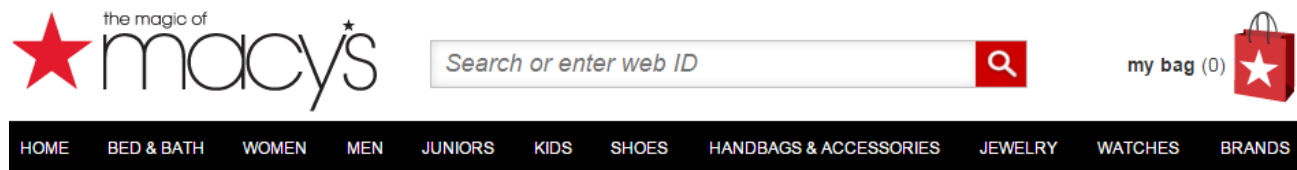
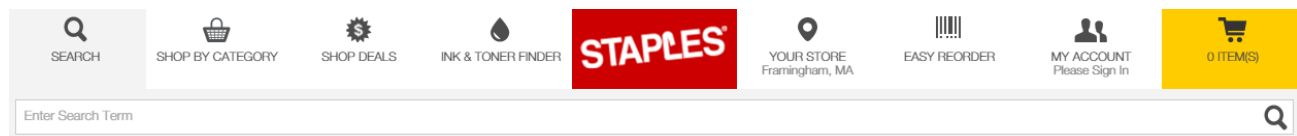
юля, 01 января  7,3/10 отель для не привередливых! шампунь и мыло дают но оно не мы	юля  7,3/10 отель для не привередливых! шампунь и мыло дают но оно не мылится. выберите номер с окном на дорогу (сзади отеля и смотреть не на что и пахнет не очень) и берите этаж выше третьего (там бывает попадают номера с балконом, метр на метр правда но всё же....мне как раз такой попался!!) мебель старая напольная такой же и + холодный. никакого напольного покрытия или ковра в номере нет. находится сам отель в спальном районе а не курортном, поэтому очень далеко от центра всего эйлата — Набережной (примерно минут 20–30 идти) районы разделены аэропортом, который всегда собираясь на пляж придется обходить (мне это даже нравилось — смотреть как над твоей головой летят на посадку или взлетают самолеты. отдыху они не мешают и шума не создают). Но зато близко к основному автовокзалу отсюда легко и бюджетно добраться до мертвого моря, иерусалима или подводной обсерватории. нормят не очень хорошо, но мне показалось их кошерное питание слишком тяжелым и кушать почти никогда не хотелось. Брала завтраки и ужины, но можно было бы обойтись и без ужина... при отеле есть магазинчик круглосуточный в котором можно купить алкоголь в любое время.(и это единственное место такое) по дороге на набережную по левой стороне дороги есть дешевый продуктовый магазин, там есть всё. для миллениума все типовые места актуальные на каждый день можно узнать
Наталья, 01 января  7,3/10 Брали тур в агетстве «1001 тур» — помощь, скорость, общение	
Аня, 01 января  8,0/10 Попали в отель по горячей путевке, потому изначально отнесл	
Ольга, 01 января  10,0/10 Отелем вполне довольна, соответствует трем звездам. Разселен	
Анастасия, 01 января  8,7/10 Отель нам понравился, разместили сразу и без проблем. Уборку	Оценки отеля: Сервис  6.0 Питание  6.0 Размещение  10.0

Экспресс-аудит юзабилити и конверсии SunnyVilla.ru

Версия 1 | 29.12.2015

Шапка и главное меню

1. Нужен логотип, отсутствие лого снижает доверие к сайту.
2. Кнопка **Корзина** должна быть контрастна по отношению ко всему окружению и находиться в правом верхнем углу. Примеры:





HARBOR FREIGHT TOOLS
Quality Tools at Ridiculously Low Prices

Search Keywords or Item # **SEARCH**

Enter Zip Code **FIND STORE**

We FedEx Most Orders In 24 Hours For \$6.99

Shop 600 Stores Nationwide or Call to Order 1-800-423-2567

NEW This Week **VIEW** **REFER A FRIEND**

SALE & CLEARANCE		MONTHLY AD		SHOP BY INTEREST		INSIDE TRACK CLUB		HFT GIVES BACK	
POWER TOOLS	AIR TOOLS	HAND TOOLS	TOOL STORAGE	AUTOMOTIVE & MOTORCYCLE	ENGINES & GENERATORS	WELDING	LAWN & GARDEN	MATERIAL HANDLING	EVERYTHING ELSE



3. Трёхэтажное меню \equiv **Весь каталог** потребует виртуозно-гипергеморойных движений мышью. Убиваем:

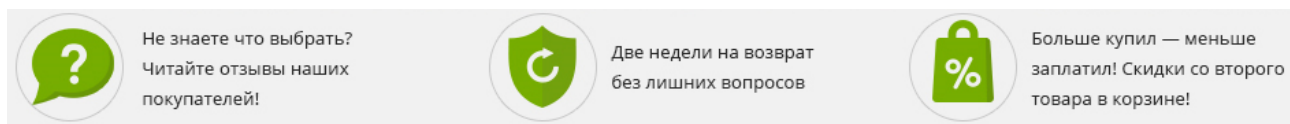
Весь каталог **8 (495) 776 5322** Быстрый поиск в 50235 товарах
Ваш город — **Москва**

Дачные качели >	Дачные качели >	Дачные качели >
Беседки >	Беседки >	Беседки >
Садовая техника >	Садовая техника >	Садовая техника >
Бассейны >	Бассейны >	Бассейны >
Спортивные товары >	Спортивные товары >	Спортивные товары >
Самогонные аппараты >	Самогонные аппараты >	Самогонные аппараты >
Павильоны, шатры, навесы >	Павильоны, шатры, навесы >	Павильоны, шатры, навесы >
Бассейны >	Бассейны >	Бассейны >
Спортивные товары >	Спортивные товары >	Спортивные товары >
Самогонные аппараты >	Самогонные аппараты >	Самогонные аппараты >

4. Пункт **Контакты** должен быть крайним справа (стандарт de facto).
5. Добавляем кликабельный (подчёркнутый) емейл.
6. Шапка занимает слишком много вертикального пространства. Убиваем самый верхний этаж (про издательскую скидку в 100 рублей).

Главная страница

1. Широкоэкранный фоновая картинка – это тупое угробление наиболее ценного экранного пространства. Убираем.
2. Не должны отображаться конкретные товары. **Только каталог.**
3. Объединяем эти два горизонтальных списка:

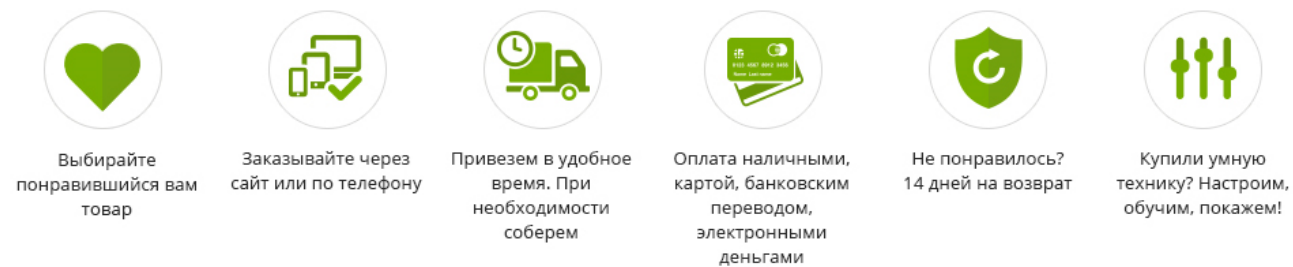


Не знаете что выбрать?
Читайте отзывы наших покупателей!

Две недели на возврат без лишних вопросов

Больше купил — меньше заплатил! Скидки со второго товара в корзине!

ПОКУПАТЬ У НАС ЛЕГКО, УДОБНО И БЕЗОПАСНО



Выбирайте понравившийся вам товар

Заказывайте через сайт или по телефону

Привезем в удобное время. При необходимости соберем

Оплата наличными, картой, банковским переводом, электронными деньгами

Не понравилось? 14 дней на возврат

Купили умную технику? Настроим, обучим, покажем!

Оставляем только полезную информацию: доставка, оплата, гарантия/возврат. Остальное – в топку.

4. Плитки должны быть *одинакового* размера:



Страница товара

1. Должно присутствовать главное меню.
2. Делаем хлебные крошки более заметными.
3. Нигде и ничего не пишем заглавными буквами:

КОМОД CORVEL РОТАНГОВЫЙ, 3 ЯЩИКА , ТЕМНО-КОРИЧНЕВЫЙ

4. Не показываем товары, которых нет в наличии. Нигде.
5. Меняем метку кнопки **Купить** на **Добавить в корзину**:

Купить

Конверсия у **Добавить в корзину** существенно выше, чем у **Купить**.

6. Цвет кнопки действия должен быть контрастен по отношению к основной палитре сайта. Раз палитра зелёная, значит цвет кнопки **Добавить в корзину** должен быть не зелёным. Подойдёт безотказный оранжевый.

7. Этот блок убираем (да, я понимаю, в чём тут идея, но эта идея неправильная):

Модельный ряд современных телевизоров широк и разнообразен. Это функциональные плоские панели, друг от друга отличающиеся размером, качеством изображения и техническим оснащением. Устройства классифицируют на четыре основных вида. LCD – модели, экран которых создан на

[Читать далее](#)

Тип **Комод**
Материал изготовления **Пластик**
Высота **63**
Ширина **32.5**
Длина **38**







[Подробные характеристики](#)

САМЫЙ ПОЛЕЗНЫЙ ОТЗЫВ

Отличный телевизор,купил и не пожалел,по карману особо не ударил.Хотел простотелевизор без всяких наворотов для игровой приставки ...

[Читать далее](#)

8. Вы смотрели полезно (но надо сделать поменьше размером), Последние покупки не нужны:

ВЫ СМОТРЕЛИ		ПОСЛЕДНИЕ ПОКУПКИ	
 <p>ОДНОМЕСТНАЯ СЕКЦИЯ САДОВАЯ</p> <p>3500 Р ★★★★ (10)</p> <p>Купить</p>	 <p>СТОЛ/ТАБУРЕТ СЕКЦИЯ, САДОВЫЙ</p> <p>2000 Р ★★★★ (11)</p> <p>Купить</p>	 <p>БАЛКОННЫЙ СТОЛ + СКЛАДНОЙ СТУЛ</p> <p>2798 Р ★★★★ 4</p> <p>Купить</p>	 <p>БАЛКОННЫЙ СТОЛ + СКЛАДНОЙ СТУЛ</p> <p>2798 Р ★★★★ 4</p> <p>Купить</p>
		 <p>БАЛКОННЫЙ СТОЛ + СКЛАДНОЙ СТУЛ</p> <p>2798 Р ★★★★ 4</p> <p>Купить</p>	 <p>БАЛКОННЫЙ СТОЛ + СКЛАДНОЙ СТУЛ</p> <p>2798 Р ★★★★ 4</p> <p>Купить</p>

Корзина

- Здесь (а не на оформлении покупки) покупатель должен видеть *полную и окончательную* стоимость заказа. То есть, варианты доставки переносим сюда, на страницу **Корзина**.
- Из списка товаров в корзине должен быть проход на описание товара: названия товаров должны быть ссылками и выглядеть как ссылки (сейчас это чёрный текст).
- Все цены должны образовывать вертикальный столбец (естественно, с выравниванием вправо). Сейчас цены в списке товаров не на своём месте.
- Не понятно, откуда берётся скидка.

Оформить заказ

- Вот здесь главного меню – в отличие от всех предыдущих страниц – как раз быть уже не должно.
- Все комиссии (не *коммисии*) должны идти *за ваш счёт*:

Коммиссия за перевод **1-2%**

Коммиссия за перевод **2,8%**

Нет комиссии за перевод

Коммиссия за перевод **0,5%**

Коммиссия за перевод **2%**

3. В списках вариантов доставки и оплаты используем радиобаттоны, а не чекбоксы.

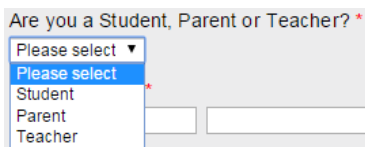
Thoughts about VCE Success landing page

Version 1 | 01.12.2015

1. Ask your designer to follow modern best practices on landing page (LP) design process, contents and layout, for example:

- [Ve Interactive \(2015\) The Marketer's Guide to High Converting Landing Pages](#)
- [SmartBug Media \(2015\) The Anatomy of a Landing Page \[PDF\]](#)
- [Neil Patel \(2013\) The Anatomy of a High Converting Landing Page](#)
- [Tommy Walker \(2014\) The Landing Page Optimization Guide You Wish You've Always Had](#)
- [Mike Ramsey \(2012\) The Anatomy of an Optimal **Local** Landing Page](#)

2. Decide who is your primary target audience and address the whole LP exactly to them:



Are you a Student, Parent or Teacher? *

Please select ▼

Please select

Student

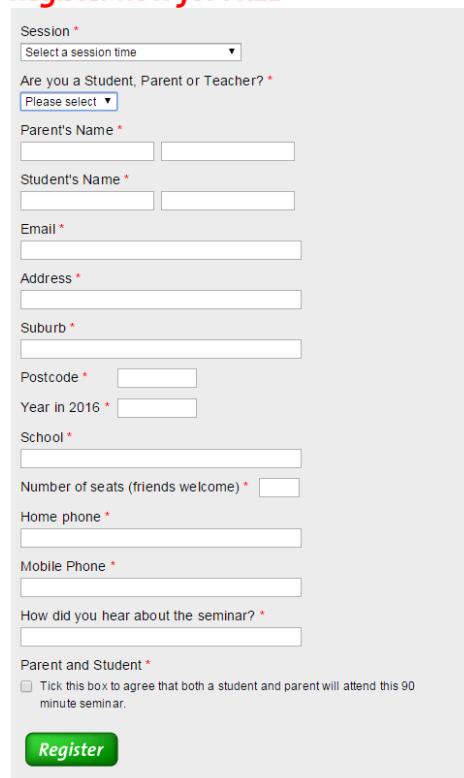
Parent

Teacher

You may also have three different types of ads and three corresponding LPs addressed to these three audiences.

3. Radically redesign this unbelievable form:

Register now for FREE



Session *

Select a session time ▼

Are you a Student, Parent or Teacher? *

Please select ▼

Parent's Name *

Student's Name *

Email *

Address *

Suburb *

Postcode *

Year in 2016 *

School *

Number of seats (friends welcome) *

Home phone *

Mobile Phone *

How did you hear about the seminar? *

Parent and Student *

Tick this box to agree that both a student and parent will attend this 90 minute seminar.

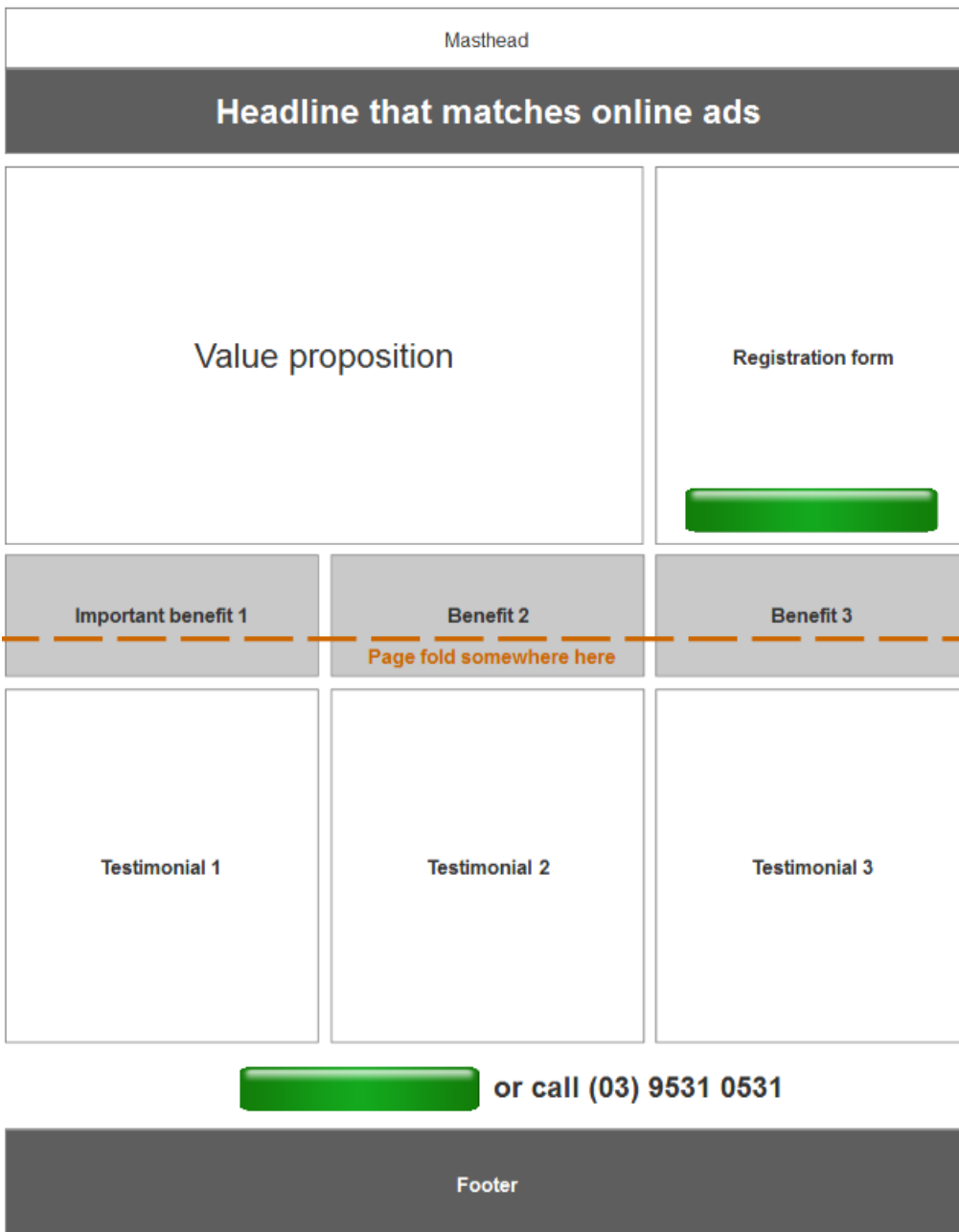
Register

The main problem with this form is not its extraordinary length (only A/B testing may reveal the optimal form length for your particular audience, although it's difficult to expect that the perfect number of fields will be somewhere around fifteen) but that it asks a lot of *unnecessary* and *sensitive* (e. g. home phone and mobile phone, school) questions.

4. Show your phone number and *clickable* email on the LP masthead (and in the page footer as well), don't hide them on a separate contact page.

5. People hate "registrations". Change form headline and CTA button wording: "Register" → "Save (or reserve) your seat at the seminar".

6. It seems I have never seen three-column layouts on LPs. In your particular case testimonials definitely oppress your value proposition. I recommend the following layout:



7. Consider removing Step 2 of the registration process, it is unexpected and looks rather creepy.

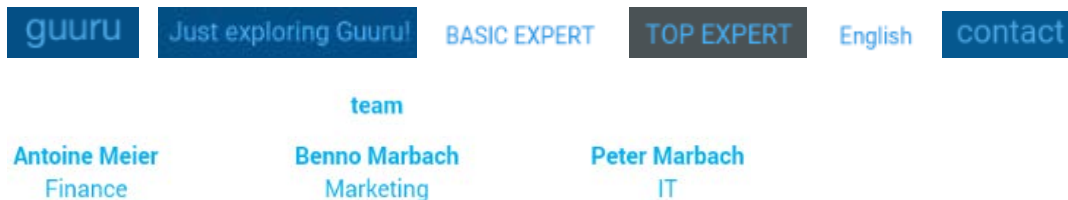
8. The “thank you” page (Step 3) is terribly laconic. Congratulate a user, inform him that you sent all the details via email, provide all your contacts and details of the seminar including city map, photo of the building and how to get there.

Guuru.io functionality, UX and design recommendations

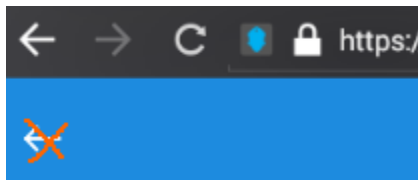
Version 1 | 20.10.2015

Navigation

NA010 Don't use blue color for non-links¹. Users will perceive all these non-clickable objects as links:



NA020 Don't duplicate browser's back button:



Back button is ok for *apps* but not for mobile websites.

NA030 Because of deep page hierarchy consider adding breadcrumb navigation²:



NA040 Add (predictive) search functionality. It may be expected that search will become the primary way of finding specialisms (categories) and guurus after the website began to grow substantially. Eventually, hierarchical browsing will become a too slow and inefficient method of finding things.

NA050 Hamburger menus are problematic³. Consider using normal horizontal menu instead of the hamburger:



There's enough horizontal space for this short menu.

NA060 Expertise and Guurus tabs look useless:

¹ "Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability" ([Guidelines for Visualizing Links](#)).

² [12 Effective Guidelines For Breadcrumb Usability and SEO, Breadcrumbs Design Pattern](#).

³ [Kill The Hamburger Button, The Hamburger is Bad for You, Why We Banished the Hamburger Menu From Our iPhone App, Supporting Mobile Navigation in Spite of a Hamburger Menu](#).

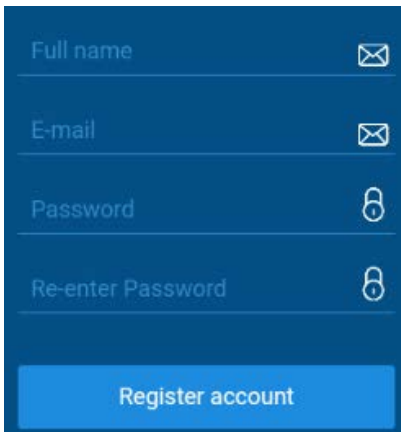
Remove them.

NA070 Avoid **ALL CAPS** texts⁴:

MOBILE: SET-UP PHONE

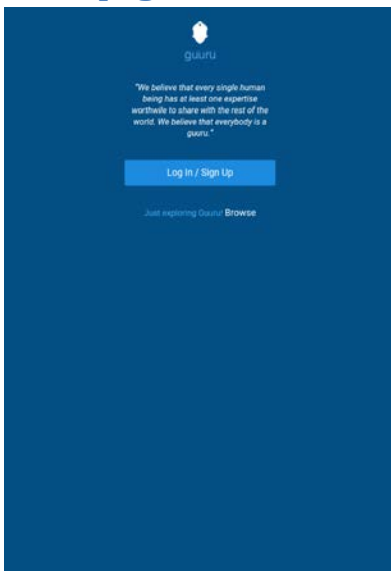
Use **Sentence case**.

NA080 Don't put labels inside text boxes⁵:



A screenshot of a mobile registration form. It features four text input fields stacked vertically. The labels 'Full name', 'E-mail', 'Password', and 'Re-enter Password' are placed inside the text boxes on the left side. To the right of each label is a small icon: an envelope for 'Full name' and 'E-mail', and a padlock for 'Password' and 'Re-enter Password'. Below the input fields is a blue button labeled 'Register account'.

Homepage



⁴ It is known just since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

⁵ [Don't Put Labels Inside Text Boxes](#), [Mobile Form Usability: Never Use Inline Labels](#).

HP010 Use a normal homepage (perhaps, a shortened/modified version of **About** page) explaining a new visitor the purpose of the website and what he can expect from using this website.

HP020 Browse link (button) should be the primary action on the homepage. Don't expect users will sign up before familiarizing with the website contents.

HP030 Place login link (button) on the top right corner of the page.

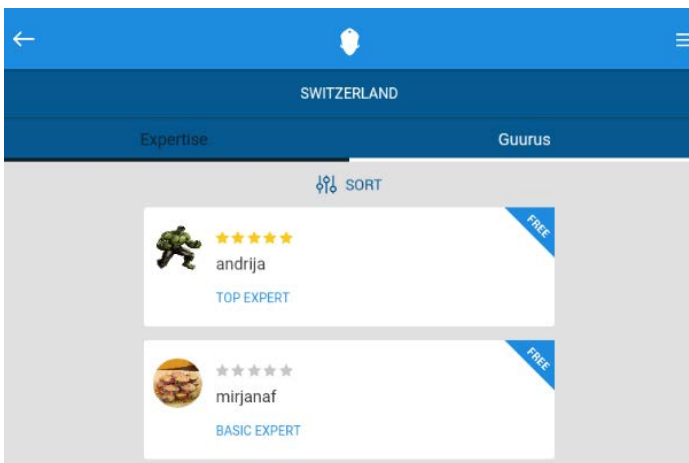
HP040 Show the main navigation on the homepage.

Catalog

CA010 Show number of guurus within a category:



Guurus list



GL010 Show availability status on the guurus list.

GL020 Differentiate between sorting and filtering options:



Sign up

SU010 Don't make the user enter password twice⁶.

SU020 Keep users signed in when they register and do not require them to sign in immediately after registration⁷.

SU030 Don't make users confirm via email before using the service⁸.

⁶ [5 UX Tips for Designing More Usable Registration Forms.](#)

⁷ Ibid.

⁸ Ibid. This doesn't mean that you shouldn't send a registration confirmation email.

Thoughts about TravelCostCutter.com

Version 1 | 29.12.2015

1. I do not think a pure affiliate model can succeed in such industry as online travel. Some *added value* is absolutely necessary.
2. Current TravelCostCutter's prices are not competitive.

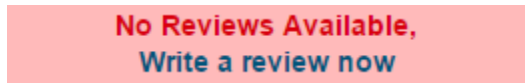
These are prices for three randomly selected hotels in Tallinn:

Checkin: 01/02/2016 Checkout: 11/02/2016 10 nights

Hotel	TravelCostCutter	Expedia	Kayak
Hotel Bern by TallinnHotels	\$569.78	\$566-\$511	\$46
Go Hotel Shnelli	\$518.75	\$73-\$46	\$42
Hotel St. Barbara	\$633.10	\$66-\$56	\$48

Competitors' prices are always better (5-10%). So, price is not a market differentiator for TravelCostCutter.

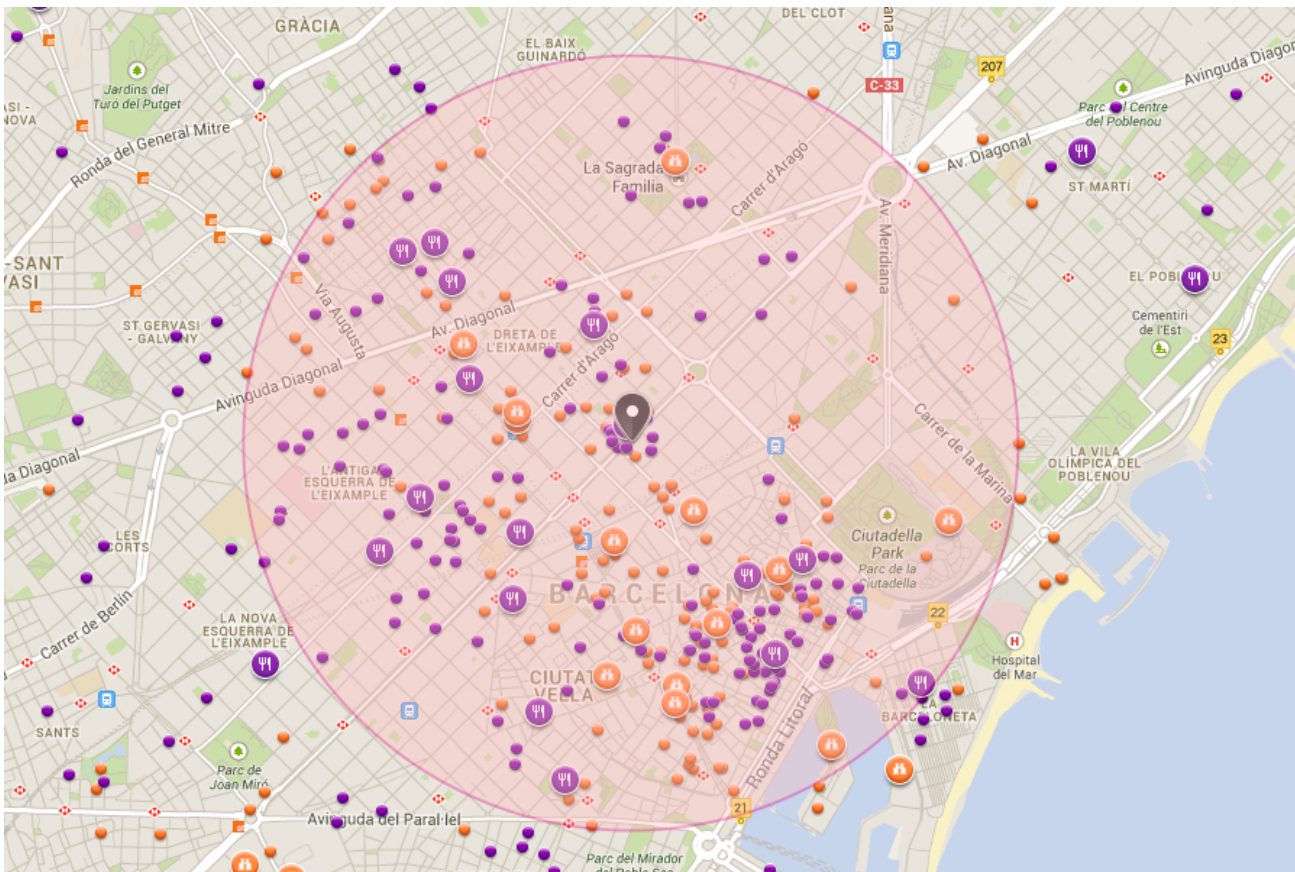
3. People will not book hotels on a website without reviews. And they will not post their reviews on a website without reviews.



4. Five most recent TripAdvisor reviews cannot save the situation because people need 6-12 reviews to get an overall sense of hotel visitors' opinions¹.
5. Some research showed that travelers prefer summarized review content over full text reviews². It is possible to incorporate TrustYou's [Meta-Reviews™](#) into the existing website or to develop a new parser and review aggregation algorithms for automated producing of summarized reviews.

¹ [Independent Study of more than 12,000 global respondents reveals online travel review trends.](#)

6. Another option may be inquiring [Oyster](#), [GAYOT](#), or [Frommer's](#) about the possibilities of including their *professional* reviews of hotels (or at least their proprietary hotel rating scales). It is clear that leading hotel booking websites do not have professional reviews so presenting them may become a competitive advantage.
7. Similarly, adding *video* reviews by co-operating with [Hotel Confidential](#) or [TVtrip](#) may also become a differentiator.
8. Current website does not implement different persuasive techniques³ (besides scarcity principle) to encourage more bookings. Many competitors use these techniques extensively.
9. One of the main deficiencies of existing hotel booking websites is that they may provide a lot of info about hotels themselves but offer little or no info about hotel *surroundings*. In particular, a *hotel surroundings profile* can be constructed based on the existing geolocation data. Simply speaking, the idea is to centre one leg of the compasses on the hotel on the map and draw a 2 km radius circle⁴:



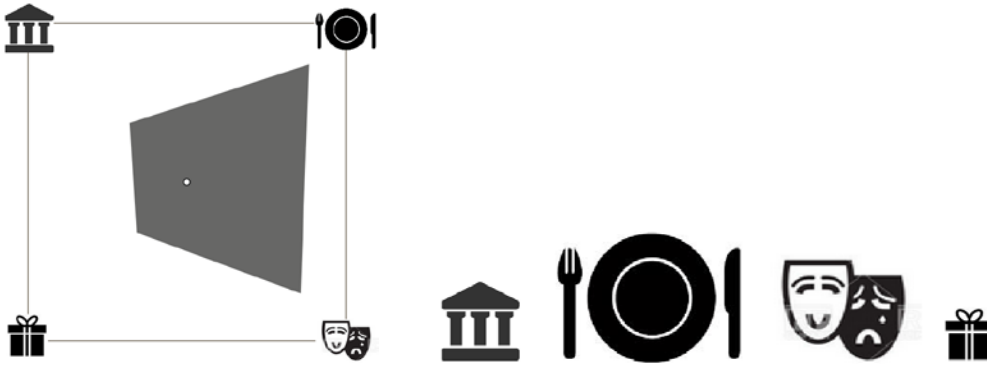
Then we count the numbers of occurrences of four top tourist priorities (cultural objects, shopping centers, restaurants and entertainment facilities) within a circle, normalize these numbers by maximum values for other hotels in a city and

² Ady M., Quadri-Felitti D. (2015) *Consumer Research Identifies How to Present Travel Review Content for More Bookings*, Munich: TrustYou, 8 p. (retrievable from: <http://marketing.trustyou.com/acton/media/4951/how-to-present-review-content-for-more-conversions>).

³ See [Booking.com: improving conversion with best practice persuasive design; Is Booking.com the most persuasive website in the world?; Case study Booking.com: 33 persuasion and optimization tricks](#).

⁴ An average tourist walking speed is 4.2 km/h so the circle will approximately correspond to 30-45 minute walking distance from a hotel.

calculate a surroundings profile for a particular hotel. This profile can then be visualized on the hotel list (and hotel description pages) in a number of ways:



(this is an example of a hotel surrounded by larger numbers of restaurants and entertainment facilities but with smaller numbers of cultural objects and shopping centers).

It is expected that a website visitor will understand the desired pattern of a hotel quickly and then will perform hotel triage effectively based on that pattern. It is also possible to provide the lists of most important POIs of each type on a hotel description page:



Hyatt Paris Madeleine

Surroundings profile  Objects within 30 min walking distance

<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Centre Pompidou Museum ★★★★</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Basilique du Sacré-Coeur Religious site ★★★</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Epicure Cuisines: French ★★★★★</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Guy Savoy Cuisines: French, European ★★★★</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Pierre Gagnaire Cuisines: French ★★★★</p> </div> </div> <p style="margin-top: 10px;">+ 4 high-end restaurants</p>
<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Hermes Chanel Louis Vuitton Gucci Prada Bulgari</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div style="margin-left: 10px;"> <p>Opéra Garnier Performing arts ★★★★</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Parc des Buttes Chaumont Park/Garden ★★★</p> </div> </div>

Thoughts about Lanyards USA website

Version 1 | 23.06.2016

The following 13 competitor websites (lanyard suppliers) were analyzed:

Website	Price calculator	Online payment	Design configurator
IDCardGroup.com	+	+	+
4imprint USA	+	+	-
Lanyard Store	+	+	-
UMX	+	+	-
OTC Direct	+	+	-
CustomLanyard.Net	+	+	+
Everyday Lanyards	+	+	+
Hit Promotional Products	+	+	-
Quality Logo Products	+	±*	-
Staples Promotional Products	+	+	+
IDenticard	+	+	+
Vistaprint	+	+	+
ID&C**	+	+	+

* online order only, no online payment

** UK company, included because of their interesting design configurator

All of them show product prices, have price calculators, and with one exception, accept online payments. Half of websites have design configurators for custom lanyards.

It is difficult to expect that Lanyards USA would be able to defy competition in a long run unless they offer functionality that has become standard for US websites.

Some recommendations are the same as for DynamicGift websites:

- use homepage primarily for category-level navigation (show the *full* range of products, provide direct links to subcategories);
- replace long texts with bulleted lists of advantages; examples:

<p>Lowest Price Guaranteed - Guaranteed lowest prices or get <i>110% back</i>.</p> <p>100% On-Time Delivery - We will NEVER miss your ship date/deadline.</p> <p>Low Minimum Quantities - Buy only what you need and nothing more.</p>	<p>FREE Digital or Paper Proofs - See what it will look like BEFORE you buy.</p> <p>3 Day and 1 Day Rush Service - Rush service available on most products.</p> <p>No Hidden Fees or Charges - What you see is what you pay. No surprises.</p>
---	--

WHY QLP?

- Risk Free Guarantee
- Lowest Price Guarantee
- 100% On Time Shipping
- Free Digital Proofs
- Quick & Easy Rush Service
- Personalized Service

Our 360° Guarantee®
means you're covered from every angle.

- On-time shipment or your order is free.
- Lowest prices or double the difference.
- Satisfaction or we'll refund or rerun - your choice.

- Free samples
- Free design service
- Free setup/origination
- Free colour matching
- Free deluxe clips
- Express Delivery

Our Quick and Easy Order Process

- ✓ Let Us Know What You Want Printed on Your Lanyard
- ✓ We Send You A Graphic Proof to Approve
- ✓ We Send You A Picture of the Finished Lanyard to Approve
- ✓ We Send You The Finished Lanyards in 5-10 Days
- ✓ That's it - quick and easy!!!

SATISFACTION
110% GUARANTEE

EXPERT SERVICE
WE'RE HERE TO HELP

LOWEST PRICE
GUARANTEED

The Crestline Guarantee

Shopping for Custom Promotional Products has never been easier, thanks to the **Crestline Guarantee:**

Satisfaction Guarantee
Your custom imprinted product will be delivered exactly as you approved it, and your order will be free from material defect, or Crestline will refund your money.

On-Time Shipping
Your order of custom promotional products will ship in time to meet your agreed upon event date or your order is free!

Price Beat Guarantee
When you shop with Crestline, we make your promo item transaction Simple.Smooth.Solved. Our team tirelessly the competition's...[Click here for more info.](#)

- show prices for all products; offer online ordering and payment;
- consider offering promo kits depending on occasion (conference kit, press kit, exhibition kit, etc).

There are also recommendations specific to Lanyards USA website:

1. To make the main menu more noticeable, use inverted text/background scheme:

Homepage
Donations
Graphics
About Us
FAQs
Sample Request
Order Status
Contact Us

Party Supplies
Occasions & Events
Toys & Games
Crafts
Teaching Supplies
Holidays
Sale

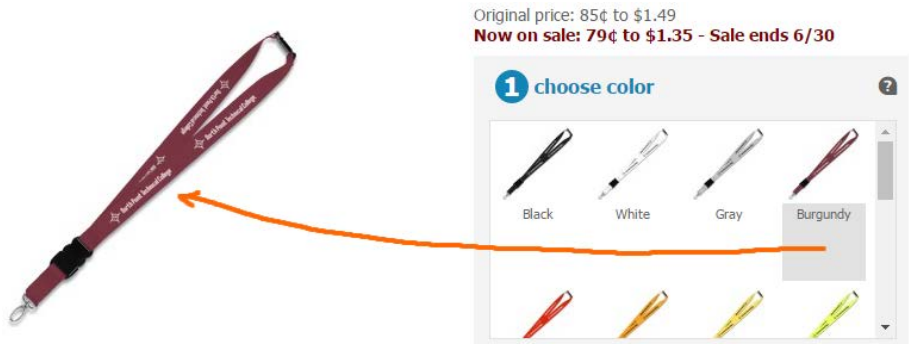
BROWSE BY:
PRODUCT ▶
INDUSTRY ▶
HOLIDAYS ▶
CAUSES ▶

ID CARD PRINTERS & SYSTEMS
PVC & PROX ID CARDS
RIBBONS & PRINTER SUPPLIES
BADGE HOLDERS, REELS & LANYARDS
CARD DESIGN SOFTWARE
VISITOR ID & DATA CAPTURE
PHOTO ID CAMERAS & HARDWARE
LUGGAGE TAGS & STRAPS

2. Use phrase “No setup charges” because customers often see it on many competitor websites and they may be sensitive to it.

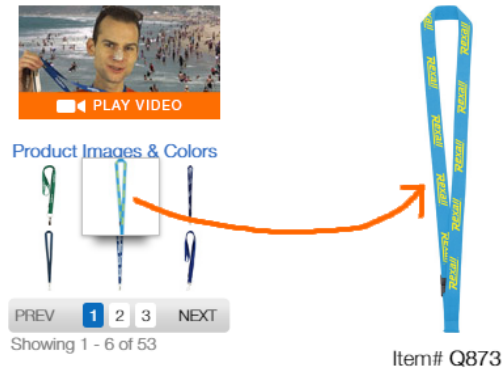
3. Shipping costs are not clear. It is also not clear if rush service cost is included in overnight delivery lanyards prices.

4. Match color of product image to user’s selection:



3/4" Neck Lanyard (18" Length)

Home > Custom Lanyards > 3/4" Neck Lanyard (18" Length)



This should also work on *category* pages (on mouse click or mouse hover):



Customers shouldn't visit every product page to see available colors.

5. Don't overwhelm customers with excessive choice, because this paralyzes them ("paradox of choice"¹). A dozen color options is probably a perfect variety, but 28 attachment hooks are definitely an overkill:

¹ [Cutting down on choice is the best way to make better decisions; Does offering more choices actually tank conversions?](#)

STANDARD FITTINGS GUIDE

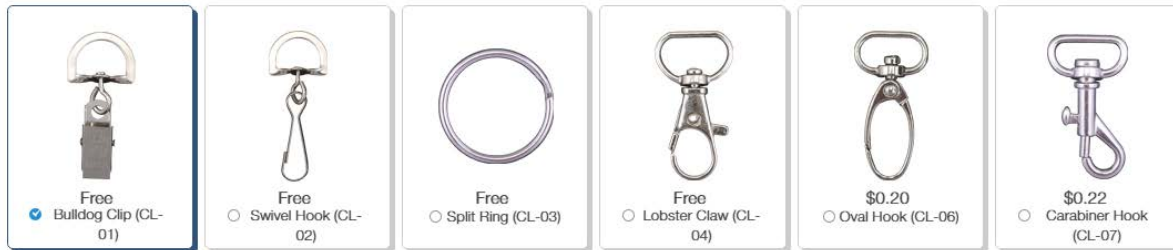


SPECIAL FITTINGS



On their design configurator, CustomLanyard.Net offers six attachment options (four free and two premium) and I think it's more than enough:

Attachment:



How many customers can understand the difference between “lobster” and “carabiner” hooks?..

6. Consider removing minimum order barrier (for example, VistaPrint avoided both minimum quantities and setup fees). Of course, you have the right to set a higher price for small orders.

Finally, several basic design considerations:

(a) Product images on category pages should be clickable:



(b) Avoid ALL CAPS texts throughout the whole website:

LANYARDS ID ACCESSORIES PET LEADS & COLLARS CAMERA STRAPS RFID CARDS PRINTED RIBBON

BROWSE OUR CUSTOM LANYARD RANGE BELOW

YOUR ONE STOP CHOICE FOR LANYARDS AND CONFERENCE SUPPLIES

ID SECURITY PASSES &
HOLDERS

Use Sentence case instead².

(c) Don't use blue color for non-links³:

Steps Taken In Creating A Lanyard Your name

(d) Don't use the same color for links and non-links:

Why You Need Us <-- non-link

Printed Lanyards serve numerous purposes within c
facility or for fundraising purposes. VIP access may

(e) Don't underline non-links:

OUR MAILING ADDRESS LINK, SHARE, BOOKMARK GET IN TOUCH

² It is known just since 1914 that texts printed with ALL CAPS are less legible and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press). Modern designers don't know this. They mindlessly copy each other designs and it becomes a "design trend".

³ "Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability" ([Guidelines for Visualizing Links](#)).

Thoughts about Kitc Wholesale

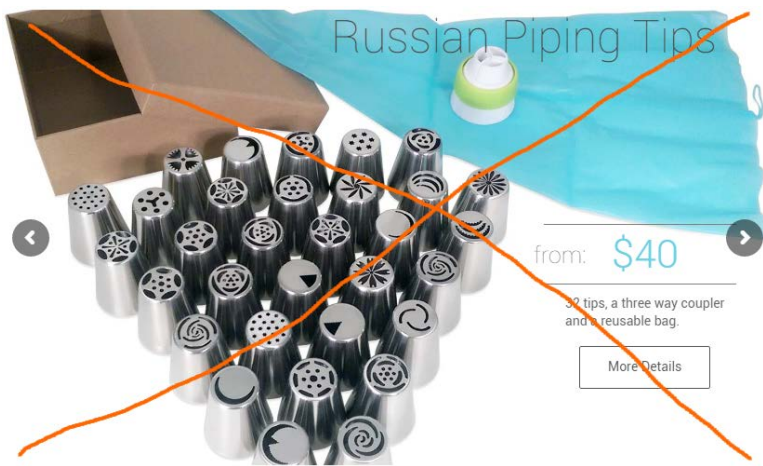
Version 2 | 09.07.2016

1. Remove these objects:



Account, **Login** and **Register** make customers think that your website requires mandatory registration before purchase. They hate registrations¹. **Search** and **Wishlist** are useless in your case.

2. Remove rotating banners.



There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful².

3. Show all six products on the homepage. Central placement of RPT and other 5 products below RPT.

4. Replace ghost buttons with normal embossed action buttons:

¹ "Making customers register before they checkout is a barrier to purchase, but plenty of retailers are yet to learn this lesson, and are still making users register before checkout. The arguments against this barrier are compelling. Research shows that enforced sign-up before purchase may be a reason for cart abandonment for up to 40% of consumers. ASOS halved its basket abandonment rate at the registration page simply by removing any mention of creating an account": [How to increase online sales?](#)

² "Rotating banners are absolutely evil and should be removed immediately", p. 213 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. See also: [Home page UX for online retailers](#); [Kill conversion killing carousels now](#); [Don't use automatic image sliders or carousels, ignore the fad](#); [Rotating banners? Just say No!](#); [Rotating offers – the scourge of home page design](#); [That big sliding banner? Yeah, it's rubbish.](#)



There is a high probability that they convert better than ghost/flat buttons³.

5. Show RPT explainer video on the homepage and RPT product page.

6. Avoid unnecessary animations throughout the whole website⁴.

7. Non-buttons shouldn't look like buttons:



8. Show discounted price before "standard" price:



9. Remove:



10. Remove:



³ See pp. 6-7 in: [Ve Interactive \(2015\) The Marketer's Guide to the Perfect CTA; 144 new call-to-action buttons that shout "click me"; 7 basic best practices for buttons; 6 proven ways to boost the conversion rates of your call-to-action buttons.](#)

⁴ [Your UI isn't a Disney movie; Five ways to animate responsibly.](#)

11. Remove social buttons because they decrease conversion when numbers of likes/shares are small⁵. There is also a multitude of other reasons to remove them⁶. The basic recommendation on social buttons is to use them only if social media is a great source of visitors for your site⁷. However, keep **Email this to a friend** button and make it more visible::

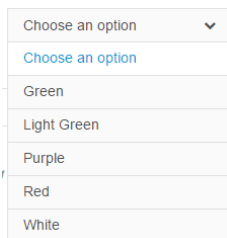


12. It is clear that *Surreal Hues 16-Piece Square Dinnerware Set* is a 16-piece set but other sets look like 4- or 2-piece sets:



Use appropriate photos.

13. Use radiobuttons instead of dropdowns⁸:



14. Avoid **Update cart** button, update shopping cart instantly when customer changes quantities:



15. Coupons are well-known conversion killers⁹:

⁵ [Removing social sharing buttons increases conversions. Yes, you heard that right!](#)

⁶ See slide 11 in: [eCommerce Insights Generation for a Super Holiday Season](#).

⁷ [Landing page templates that maximize conversions](#), see *Social distraction* section.

⁸ [Drop-down usability: When you should \(and shouldn't\) use them; Should I use a dropdown list or a radio button?](#)

⁹ [8 Checkout optimization lessons based on years of testing at the Baynard Institute; GoodUI Datastories - Issue #26 - Jun 2016; Priming and user interfaces; Do coupon codes INCREASE checkout abandonment?; Stop "promo code search" leaks once and for all to increase conversions.](#)



Remove it.

16. Show the last and final price (including shipping) on the shopping cart page.

17. Use shipping address as billing address by default¹⁰.

18. Remove **Company name** field¹¹:



19. Remove:



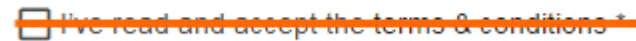
20. Clearly mark **Phone** field as optional or remove it¹².

21. Clearly mark **Additional address info** as optional.

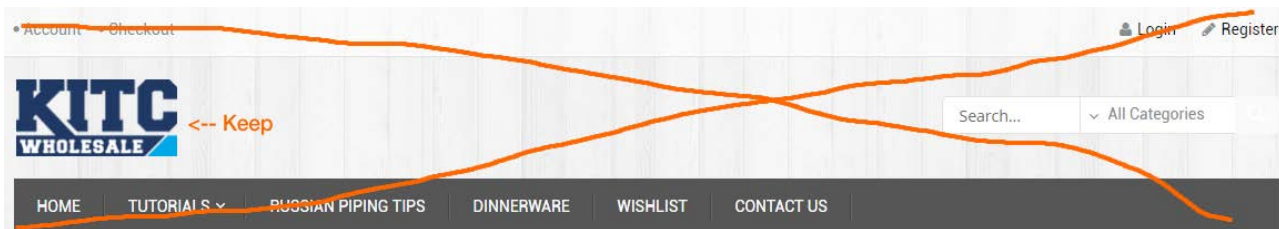
22. Remove all non-working links.

23. Make credit card payment the default option.

24. Remove:



25. Remove navigation on the checkout page:



26. Avoid two-column form layouts¹³:

¹⁰ [Fundamental guidelines of e-Commerce checkout design; 8 checkout optimization lessons based on years of testing at the Baymard Institute.](#)

¹¹ [10 quick wins for designing forms that convert users; Knowlarity boost conversions by 11%.](#)

¹² [8 checkout optimization lessons based on years of testing at the Baymard Institute.](#)

¹³ [Form field usability: Avoid multi-column layouts.](#)

Need help? Call customer services on 0800 123 4567.

[Email customer care](#) [Shipping information](#) [Returns & exchange](#) [F.A.Q.'s](#)

Returning customer? [Click here to login](#)

Have a coupon? [Click here to enter your code](#)

Billing Details

Email Address *
First Name *
Last Name *
Company Name
Phone *
Address *
Additional address info
Country *
Town / City *
State *
ZIP *

Create an account?

Additional Information

Order Notes

Your order

	Gibsons Essential Home Mystic Floral 16pc Dinnerware Set Qty: 1	\$80
	Cake Tester With Stainless Steel Qty: 1	\$3
Color: Green		
Cart Subtotal		\$83
Order Total		\$83

Payment Methods

PayPal What is PayPal?
Pay via PayPal you can pay with your credit cards if you don't have a PayPal account.

Credit Card

I've read and accept the terms & conditions *

Proceed to PayPal

27. Replace contact form with email and phone number:

Contacts



28. Make email address clickable:

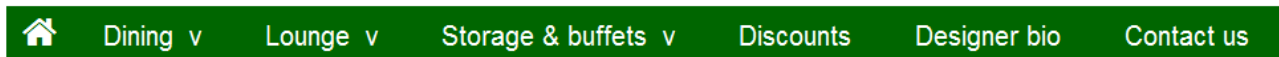
kitcwholesale@gmail.com

Replace kitcwholesale@gmail.com with info@kitcwholesale.com.

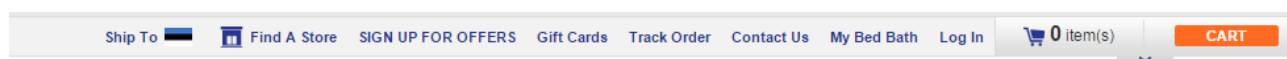
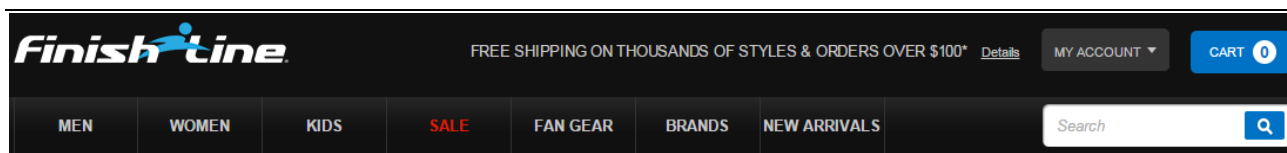
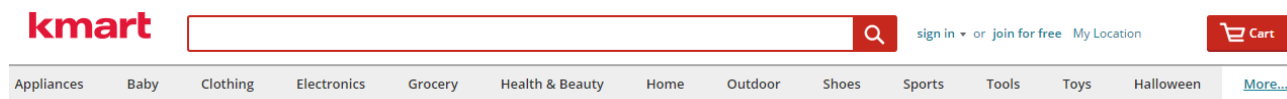
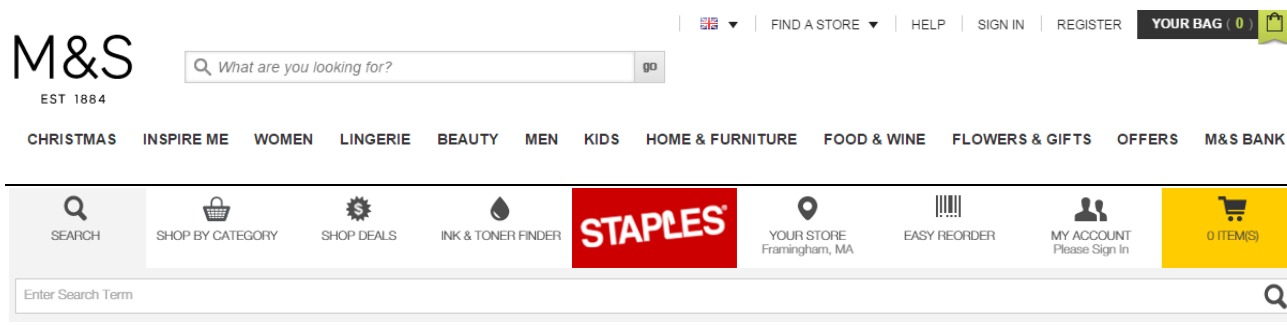
Thoughts about Brookbend.com CRO

Version 1 | 26.06.2016

1. Use high contrast main menu:



2. Make shopping cart perfectly visible and visually contrasting to surrounding objects. Examples:

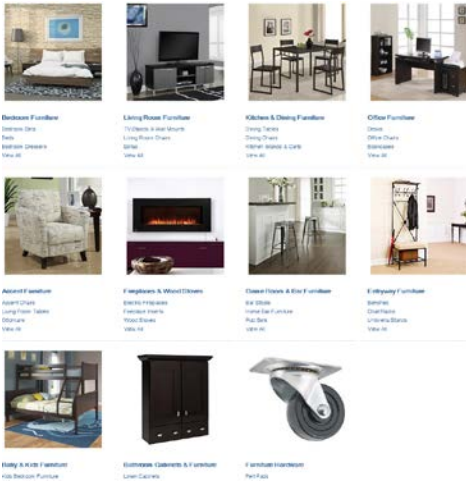


3. There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful¹.

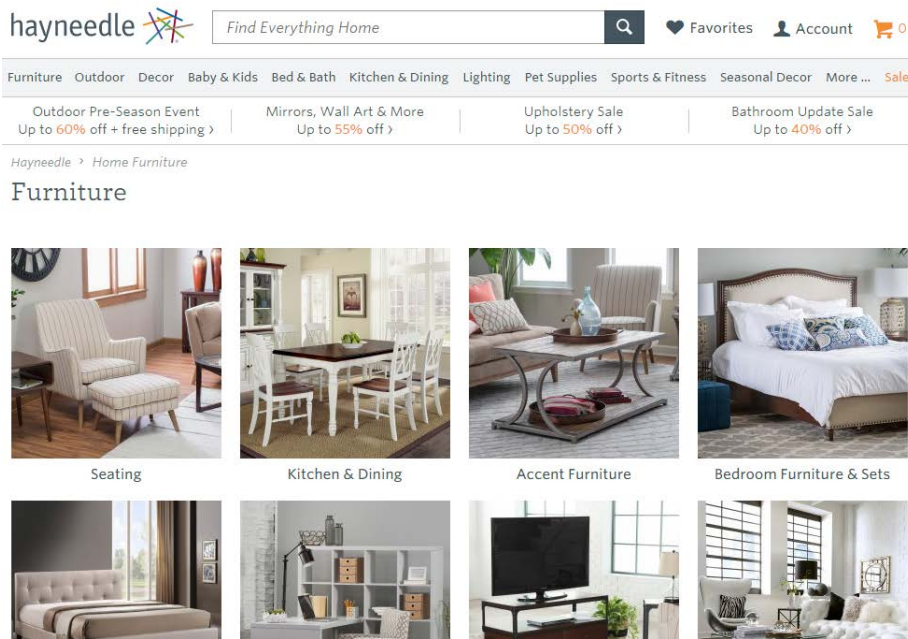
¹ "Rotating banners are absolutely evil and should be removed immediately", p. 213 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. See also: [Home page UX for online retailers](#); [Kill conversion killing carousels now](#); [Don't use automatic image sliders or carousels, ignore the fad](#); [Rotating banners? Just say No!](#); [Rotating offers – the scourge of home page design](#); [That big sliding banner? Yeah, it's rubbish.](#)



4. Homepage should present **product categories**². Examples:



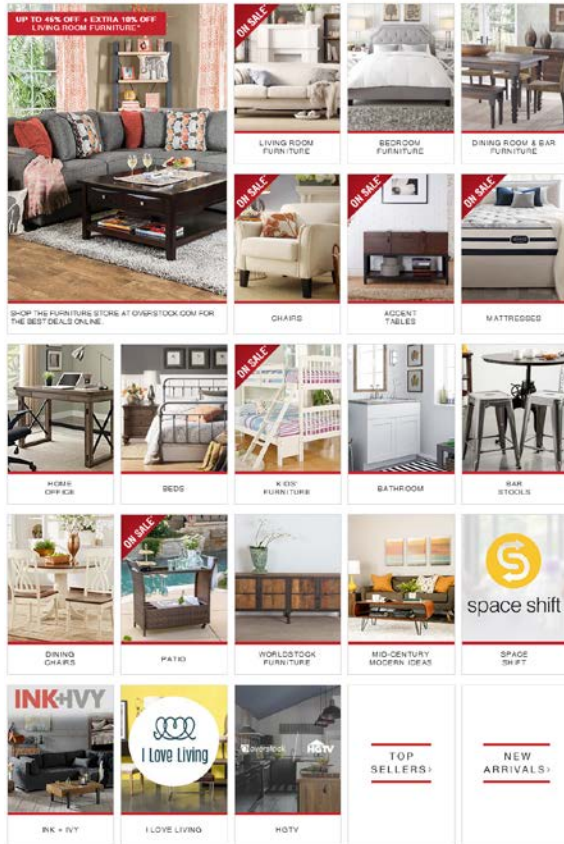
<https://www.lowes.ca/furniture/>



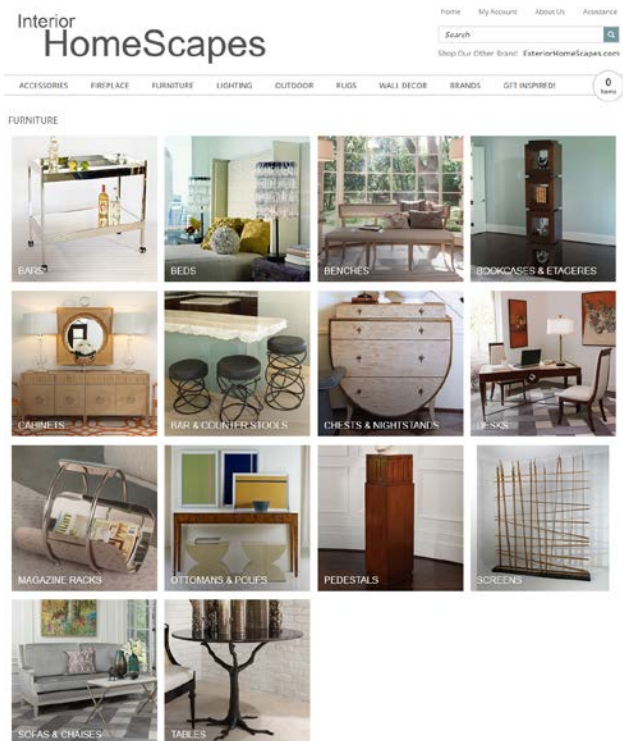
<http://www.hayneedle.com/furniture/>

² "The primary use of your homepage should be for category-level navigation", p. 212 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. Also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a webstore homepage – link starts from 6:59: <https://youtu.be/yaMU09wuxgY?t=419>.

FURNITURE STORE



<http://www.overstock.com/Home-Garden/Furniture/32/dept.html>



http://www.interiorhomescapes.com/Furniture_c_141.html

There should be at least two combined product images to represent each category.

5. Show prices on category pages. Examples:



Quad Pod Bench - Gold Leaf w/ Muslin Cushion
\$1,497.50



Quad Pod Bench - Natural Iron w/ Muslin Cushion
\$1,497.50



Norfolk Bench
\$1,497.50



Folding Luggage Bench
\$2,447.50



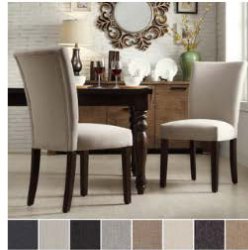
Vintage Tabouret Stacking Chairs (Set of 4)

Today: EUR 214.23



SIGNAL HILLS Benchwright Button Tufts Upholstered Rolled Back Parsons Chairs (Set of 2)

Today: EUR 243.15



INSPIRE Q Catherine Parsons Dining Side Chair (Set of 2)

Today: EUR 214.23

6. Avoid **Click here** links:



[Click Here](#)

STORAGE BENCH CUSHION

7. Don't use the same images for different products:



[Click Here](#)

FOUR-FOOT BENCH CUSHION



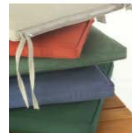
[Click Here](#)

BACKLESS BENCH CUSHION



[Click Here](#)

ROCKING CHAIR CUSHION



[Click Here](#)

STORAGE BENCH CUSHION

8. Don't place product names on a graphic background: users will ignore them due to banner blindness:



Dining side chair

9. Remove social buttons because they decrease conversion when numbers of likes/shares are small³. There is also a multitude of other reasons to remove them⁴. The basic recommendation on social buttons is to use them only if social media is a great source of visitors for your site⁵. However, keep **Email this to a friend** button and make it more visible:



10. Keep **Add to cart** button permanently visible. Place it above the page fold⁶. Use radiobuttons instead of dropdowns⁷. Preselect the cheapest option by default. This is how it should look:

80-inch dining set



\$2,400

Availability: In stock

Free shipping.

Material:

Cedar \$2400

Teak \$4200

- 1 +

Add to Cart

From intimate gatherings to celebrations, Brookbend's intelligently designed dining tables fit the way you live and entertain, while never sacrificing style.

Our oval table features meticulous craftsmanship and fine furniture details. It exactly duplicates our 60-in Table, a bit longer to fit three Dining Chairs on each side, for a total of either six or eight chairs. Note the five-faceted legs with a subtle flare at the bottom. The table's mass is placed heavily in its legs, offering a lower center of gravity and ensuring that the table remains in its spot—no threat of it landing in your pool. Not available elsewhere. **Made in New England.**

Set includes four of our Dining Chair (small, shown) and two of our Side Chair (large, shown).

Warranty: teak for life, cedar three years under normal use.

Delivered ready to assemble.



{For A/B testing} Try to use embossed 3D-looking **Add to cart** buttons because there is a high probability that they convert better than flat buttons⁸.

³ [Removing social sharing buttons increases conversions. Yes, you heard that right!](#)

⁴ See slide 11 in: [eCommerce Insights Generation for a Super Holiday Season.](#)

⁵ [Landing page templates that maximize conversions](#), see *Social distraction* section.

⁶ "If your visitors have to scroll to find the "add to cart" button, then you have a serious design emergency on your hands. Buyers should never need to search for the buy button. In fact, that button should be the biggest, easiest, first thing they see", mistake #18 in: [HubSpot \(2016\) 32 Ecommerce Conversion Mistakes to Avoid.](#)

⁷ "To make the process of filling out an online form easy on your users, opt for Radio Buttons over Dropdown Lists whenever possible": [Should I use a dropdown list or a radio button?](#); "When drop-down lists have less than 7 options they suffer from a lack of up-front information. The user has to click in order to see the available options. In these cases you are better off using radio buttons so your users immediately can scan how many options they have and what each of those options are, without clicking anything to reveal this information": [Drop-down usability: When you should \(and shouldn't\) use them.](#)

⁸ See pp. 6-7 in: [Ve Interactive \(2015\) The Marketer's Guide to the Perfect CTA; 144 new call-to-action buttons that shout "click me"; 7 basic best practices for buttons; 6 proven ways to boost the conversion rates of your call-to-action buttons.](#)

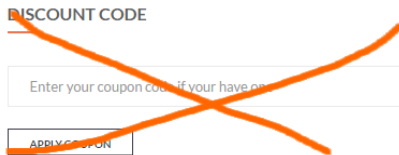
11. Don't make users perform mental calculations:

~~This Product has 12% Shipping Cost.~~

Always show the total price including delivery and offer free delivery on all products⁹.

12. Avoid **Update cart** button, recalculate shopping cart total price automatically.

13. Coupons are well-known conversion killers¹⁰:

A screenshot of a coupon code input field. The label "DISCOUNT CODE" is positioned above the input box. Inside the input box, the placeholder text "Enter your coupon code if you have one" is visible. Below the input box is a button labeled "APPLY COUPON". A large red 'X' is drawn over the entire coupon code section, indicating it should be removed or hidden.

Remove it or hide coupon code field behind a link.

14. Don't put labels inside text boxes¹¹, place them above entry fields, left justified.

A screenshot of a text input field. The label "First name *" is placed inside the input box at the beginning, with a red line striking through it. This illustrates the practice of not putting labels inside text boxes.

15. Use shipping address as billing address by default¹².

16. Avoid **Company name** field, there is enough evidence that this field decreases conversion rate¹³:

17. Either make **Phone** field optional or explain it: "For delivery questions only"¹⁴.

18. Improve second address line¹⁵.

19. Mark both required and optional fields explicitly¹⁶.

⁹ See section *Charging for shipping is a conversion killer* in: [The ultimate guide to increasing ecommerce conversion rates; Can shipping costs affect online sales?](#).

¹⁰ [Holst \(2014\) 8 Checkout Optimization Lessons Based on Years of Testing at the Baymard Institute; GoodUI Datastories - Issue #26 - Jun 2016; Priming and user interfaces; Do coupon codes INCREASE checkout abandonment?; Stop "promo code search" leaks once and for all to increase conversions.](#)

¹¹ "Don't use inline labels": [Holst \(2014\) 8 Checkout Optimization Lessons Based on Years of Testing at the Baymard Institute; Don't put labels inside text boxes.](#)

¹² [Use shipping address as billing address by default.](#)

¹³ [10 quick wins for designing forms that convert users; Knowlarity boost conversions by 11%.](#)

¹⁴ "A required phone cause privacy concerns as users 'know' that they can be (and typically are) contacted by email. Explain what the phone number will be used for. The subjects were very forgiving if the site explained why phone was required": [Holst \(2014\) 8 Checkout Optimization Lessons Based on Years of Testing at the Baymard Institute.](#)

¹⁵ [Form usability: Getting 'Address line 2' right.](#)

¹⁶ [E-Commerce checkouts need to mark both required and optional fields explicitly \(Only 9% do so\).](#)

Forsaa webstore UX and CRO audit

Version 1 | 13.06.2016

General

GE010 Avoid **ALL CAPS** texts¹:

WE DONATE 2.5% OF EVERY PURCHASE YOU MAKE TO ORPHANS. NEW ARRIVALS

COMPANY INFO HOW TO BUY CUSTOMER SERVICE BUY WITH CONFIDENCE

Use **Sentence case** instead. Also consider replacing **Title Case** with **Sentence case**. Many languages don't use **Title Case** or use specific capitalization rules (eg German capitalizes all nouns) so it may appear weird to customers from those countries².

GE020 Avoid sticky headers because they are appropriate not for all websites³ and too many users hate them viscerally⁴.



GE030 Hamburger menus are very problematic⁵ and they should be definitely avoided on desktops/tablets. Use normal horizontal menu instead of the hamburger:

Costume Clothing Wands Jewellery Posters Tattoos Toys

On smartphones use a horizontal menu with **More...** option:

Costume Clothing Wands More...

GE040 Make email clickable:

¹ It is known just since 1914 that texts printed with ALL CAPS are less readable and less comprehensible than Sentence case texts (p. 182 in: Starch D. (1914) *Advertising: Its Principles, Practice, and Technique*, Chicago: Scott, Foresman & Co; also p. 57 in: Tinker M. A. (1963) *Legibility of Print*, Ames: Iowa State University Press).

² [Is it default that an English version is always Title Case, while other languages like Dutch don't use Title Case?](#)

³ A good reason for using sticky navigation is only when "the header provides information that is critically important anywhere on the page": see discussion of pros and cons in the article [The trouble with sticky headers](#). See also [Kill the sticky nav](#).

⁴ Readers' comments to a positive article [Sticky menus are quicker to navigate](#) display a lot of negative emotions: "For me most pages with sticky navigation is exactly distracting and intrusive", "I absolutely dread sticky menus", "I HATE HATE HATE sticky navs". See comments 27, 33, 65, 76, 80, 90, 93, 95, 96, 97, 99, 100.

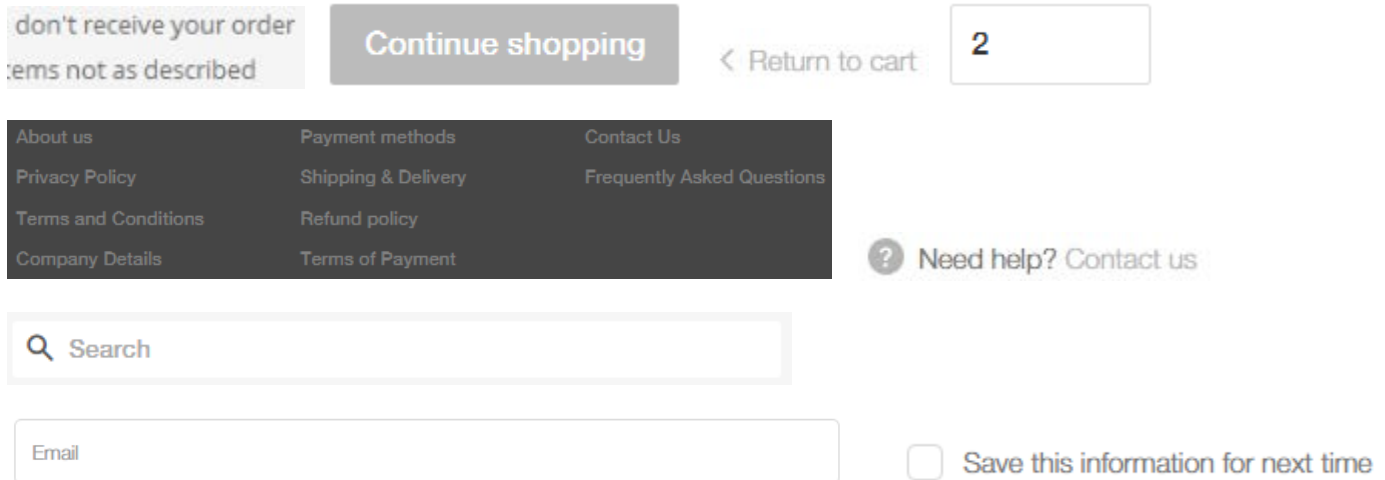
⁵ [Kill the hamburger button](#), [The hamburger is bad for you](#), [Why we banished the hamburger menu from our iPhone app](#), [Supporting mobile navigation in spite of a hamburger menu](#), [Designing intuitive user experiences](#).

support@forsaa.com

GE050 Show the country code or country of the phone number:

973.732.1144

GE060 Use high contrast for texts and borders of entry boxes⁶:



GE070 This is a wrong place for a trust seal:



Users expect **Search** button in this place:



Magnifying glass icon on a search button will also work ok⁷.

GE080 Place shopping cart image at the top right corner of the webpage:



Consider placing **Free worldwide shipping** banner in the place currently occupied by **We donate 2.5% of every purchase**. You can also use larger (468*60 style) **Free worldwide shipping** banner on category pages.

Shopping cart placement examples:

⁶ "Low-contrast text may be trendy, but it is also illegible, undiscoverable, and inaccessible. Instead, consider more usable alternatives" ([Low-contrast text is not the answer](#)).

⁷ [The magnifying-glass icon in search design: Pros and cons](#).

SEARCH SHOP BY CATEGORY SHOP DEALS INK & TONER FINDER **STAPLES** YOUR STORE Frammingham, MA EASY REORDER MY ACCOUNT Please Sign In 0 ITEM(S)

Enter Search Term

FREE SHIPPING >
on orders over \$49 - exclusions apply

BUY ONLINE, PICK UP IN STORE >
Pick up as early as today!

ONLINE BOOKING >
Now available for most grooming salons

GE090 Explain the purpose/theme of the webstore in a tagline to the right of below the logo. Examples:

CREC Excellence in Education **ZUMIC** NEW MUSIC MAINSTREAM **secondmarket** the marketplace for illiquid assets **pinnacle PARTNERS** Optimizing the Practice of Behavioral Health

SourcePoint™ Platform for Software Debug and Trace **NY NOW** THE MARKET FOR HOME, LIFESTYLE + GIFT **COGNITIX** Your trusted ticketing advisor **DataCamp** Learn Data Science By Doing

GE100 Offer currency selector to show prices in different currencies.

GE110 Use a uniform color for links:

2016 Multilayer Braided
Bracelets Vintage Owl
Harry Potter Wings
Infinity Bracelet
Multicolor Woven Leather
Bracelet

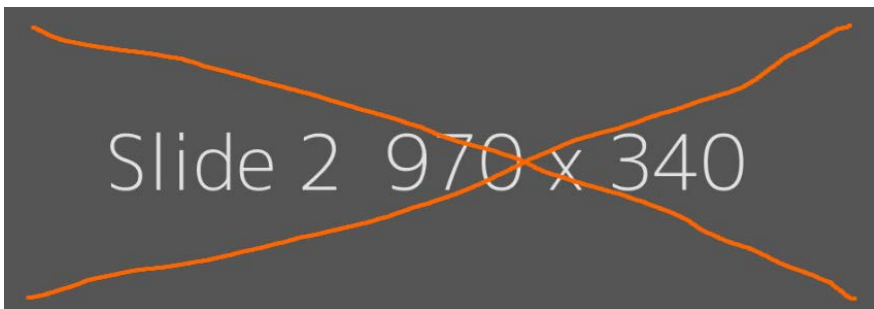
2016 Multilayer Braided Bracelets Vintage Owl Harry
Potter wings infinity bracelet Multicolor woven
leather bracelet

Don't use this color for non-links:

QAR 1,14

Homepage

HP010 There exists almost a consensus among ecommerce specialists that carousels (rotating banners) are harmful⁸.



Remove the carousel completely (recommended) or replace it with 1-4 static banners⁹.

HP020 Countdowns might work ten years ago but now customers perceive them as a manipulative technique and because of this they don't trust websites with countdowns. Remove it:

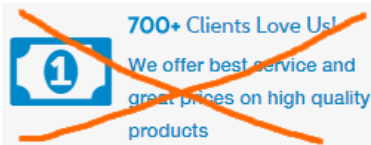


HP030 Reconsider the list of advantages and try to make text shorter:

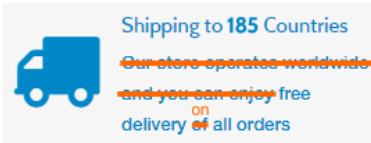
⁸ "Rotating banners are absolutely evil and should be removed immediately", p. 213 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. See also: [Kill conversion killing carousels now](#), [Don't use automatic image sliders or carousels, ignore the fad](#), [Rotating banners? Just say No!](#), [Rotating offers – the scourge of home page design](#), [That big sliding banner? Yeah, it's rubbish](#).

⁹ "A/B/n testing has repeatedly shown that replacing a carousel with multiple static images can significantly improve overall conversion rates for comparable content": p. 6 in [RedEye \(2014\) 10 Usability Issues We've Seen and You Should Be Avoiding](#).

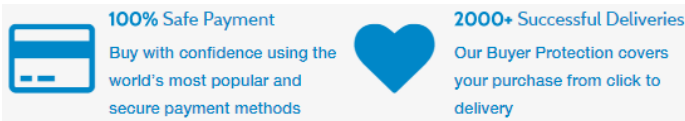
- utter banalities, remove:



- useful, but shorten:



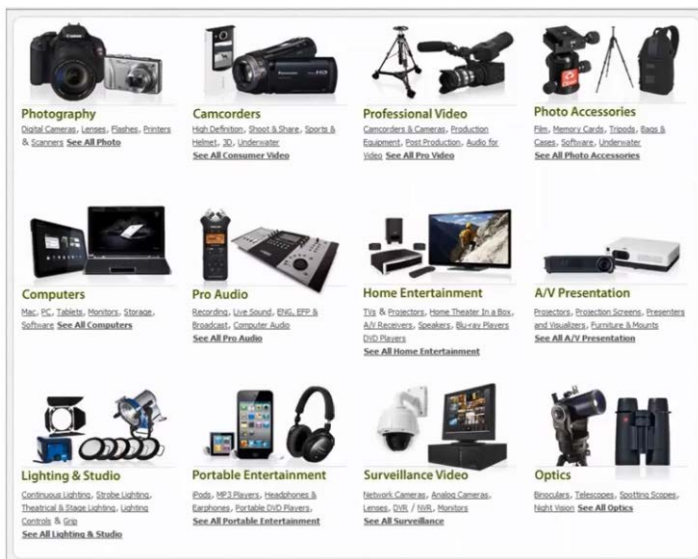
- useful, but consider shortening:



Use blue color for these objects only if they are intended to be clickable¹⁰. Otherwise use another color for them. Avoid linking them to Facebook.

HP040 Show the list of categories with representative product images on the homepage (ie Costume, Clothing, Wands, Jewellery, Posters, Tattoos, Toys). There should be at least two combined product images to represent each category¹¹.

Example:

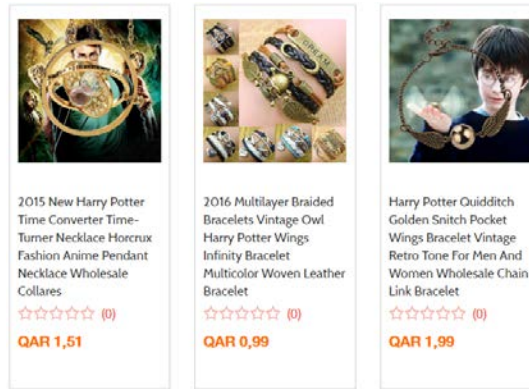
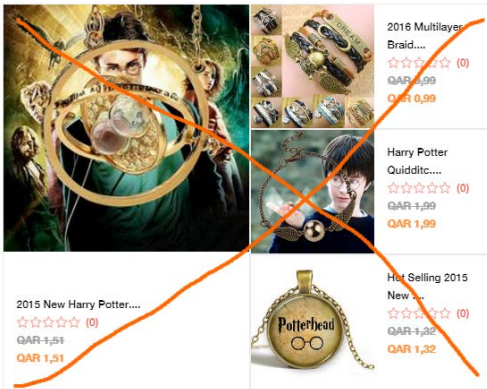


HP050 You may show **New arrivals** section on the homepage *below* category section.

HP060 Use product cards of equal size, avoid Windows 8 styled tiles:

¹⁰ "Don't use blue for non-link text, even if you don't use blue as your link color. Blue is still the color with the strongest perceived affordance of clickability" ([Guidelines for Visualizing Links](#)).

¹¹ "The primary use of your homepage should be for category-level navigation", p. 212 in: Ash T.; Page R.; Ginty M. (2012) *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (2nd Ed.)*, Indianapolis: John Wiley & Sons. Also watch Tim Ash presentation *Ecommerce Optimization: Tactical Tips for Selling More This Holiday Season* for explanation of what should and what shouldn't be shown on a webstore homepage – link starts from 6:59: <https://youtu.be/yaMU09wuxgY?t=419>.



HP070 Consider removing unnecessary scribbles (I understand this is a lorem ipsum placeholder but can't imagine what useful text could be placed here):

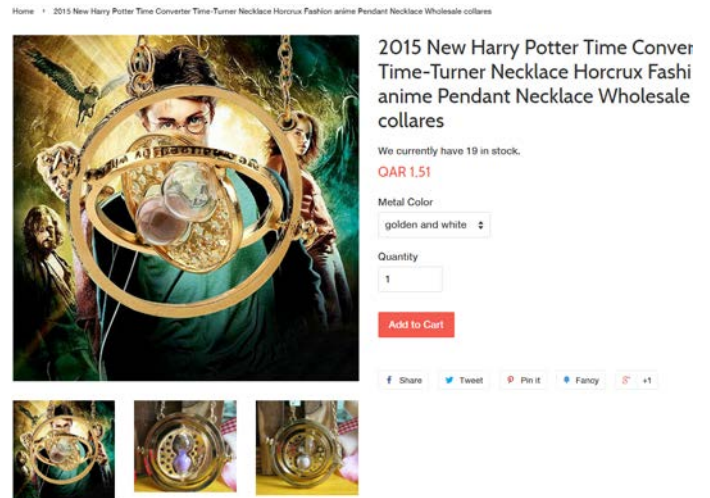
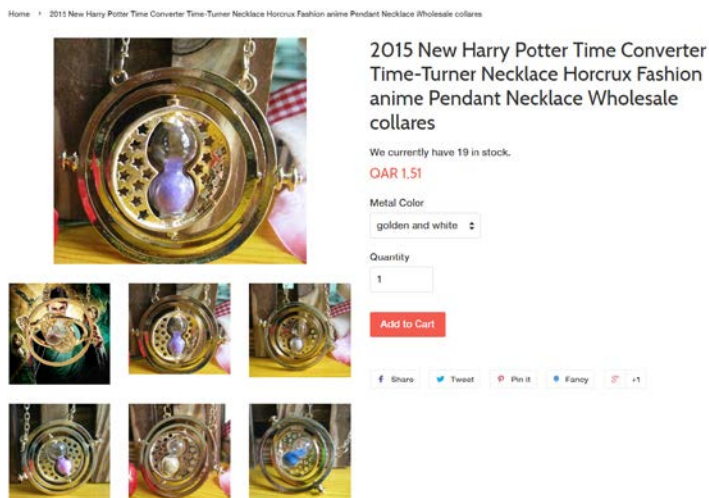
CLARITAS EST ETIAM PROCESSUS DYNAMICUS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Product page

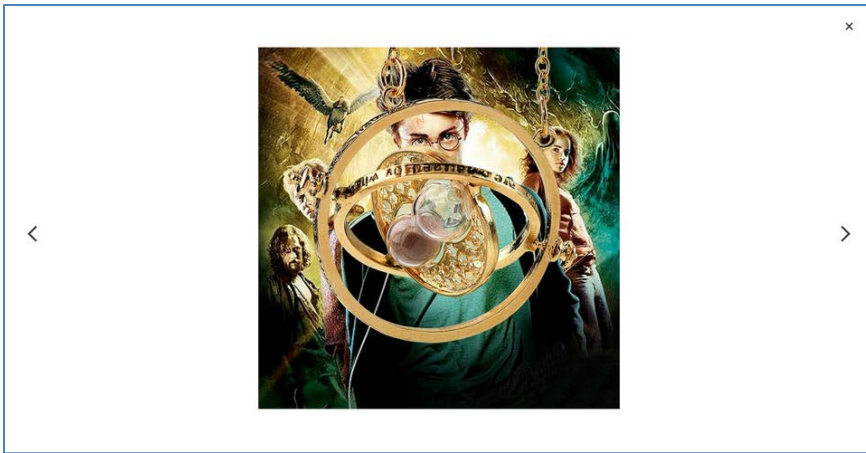
PR010 Use product photos of equal size:



Also use thumbnails of equal size:

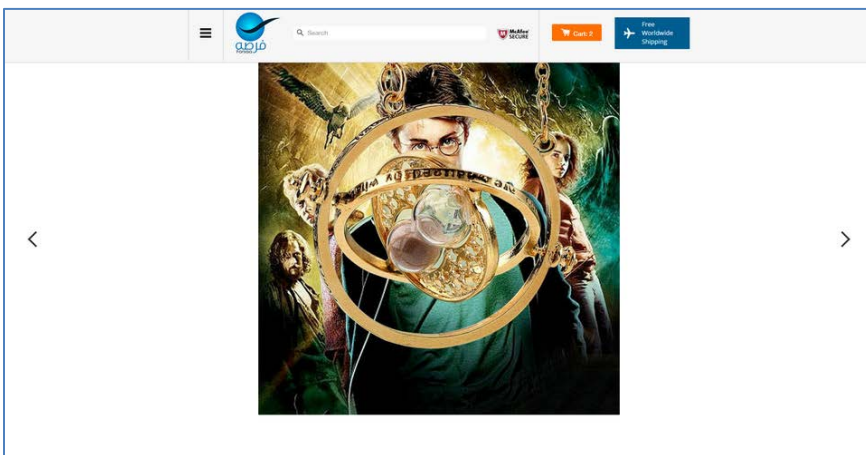


PR020 Don't use full-screen popups because some users will click browser's **Back** button to return to product page:



Use clearly recognizable popups instead.

PR030 It's impossible to close a popup when a page is scrolled down a bit because sticky header overlaps **Close (X)** command:



PR040 You may show number of items in stock only if this number is small (five or less):

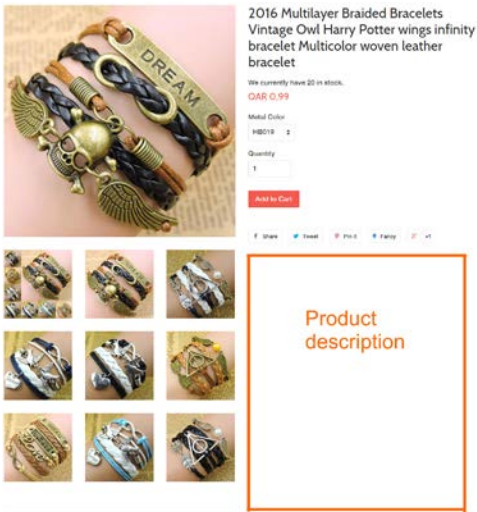
We currently have 992 in stock.

Large numbers demotivate customers from purchase. Try to use scarcity principle¹², but this is subject to A/B testing because the technique has been adopted by so many sites, that its impact may be decreasing¹³.

PR050 Avoid huge negative space, place a product description here:

¹² [How to use urgency and scarcity principles to increase ecommerce sales.](#)

¹³ [Scarcity principle: Making users click RIGHT NOW or lose out.](#)



PR060 Use radiobuttons instead of dropdown lists for product option selection if a number of options is less than seven¹⁴:

Metal Color



Metal color

- Gold
- Silver

PR070 Show quantity increase/decrease buttons permanently, not only on mouse hover. Also use +/- buttons instead of arrow buttons:



PR080 {For A/B testing} Try to use embossed 3D-looking **Add to cart** buttons because there is a high probability that they convert better than flat buttons¹⁵.

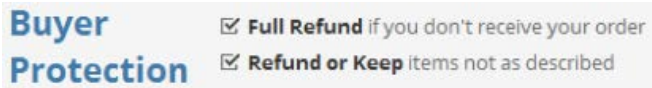
PR090 Consider removing social buttons because they decrease conversion when numbers of likes/shares are small¹⁶. There is also a multitude of other reasons to remove them¹⁷. The basic recommendation on social buttons is to use them only if social media is a great source of visitors for your site¹⁸.

¹⁴ [Drop-down usability: When you should \(and shouldn't\) use them, Why are drop-downs and select boxes bad for forms?, Should I use a dropdown list or a radio button?, Why users abandon forms with select menus.](#)

¹⁵ See pp. 6-7 in: [Ve Interactive \(2015\) The Marketer's Guide to the Perfect CTA; 144 new call-to-action buttons that shout "click me", 7 basic best practices for buttons, 6 proven ways to boost the conversion rates of your call-to-action buttons.](#)

¹⁶ [Removing social sharing buttons increases conversions. Yes, you heard that right!](#)

PR100 Avoid mentioning negative course of events (“How an order cannot be delivered?!“):



Show more positive guarantees on a product page (eg “Easy and free replacement for wrong size, color, quantity or manufacturing defects” or “Shipping safety: receive your items 100% in good condition”). You can mention full refund in case of undelivered orders on other website pages where you present your guarantees but not on a product page.

PR110 Take into account that no reviews or very small number of reviews can hurt conversion.

PR120 {Bug} Wrong mouse pointer on **Details, Shipping & Returns, Reviews** tabs:

Shipping & Returns

Shopping cart

SC010 Show the final total price of an order including delivery cost, taxes and discounts on the shopping cart page¹⁹ (hope Shopify allows this). Checkout page is a wrong place (too late) to display the final price.

SC020 Give customers the option to continue shopping from the shopping cart page. Differentiate checkout/continue shopping button colors.

SC030 = PR070.

SC040 Avoid **Update cart** button, instead use instant auto-update when a user changes quantities²⁰.

Checkout

CH010 Cash on delivery (COD) payment may be surprising to customers because webstores rarely use it.

CH020 Is shipping free or not?

CH020 Provide information on shipping company (EMS, UPS, DHL) and estimated delivery time.

Contact us

CN010 Show phone number and clickable email address above the contact form. People hate filling in web forms.

CN020 Don't put labels inside text boxes, place them above entry fields²¹.

CN030 Mark **Name** and **Phone number** fields as optional.

¹⁷ See slide 11 in: [eCommerce Insights Generation for a Super Holiday Season](#).

¹⁸ [Landing page templates that maximize conversions](#)., see *Social distraction* section.

¹⁹ “59 percent of your visitors expect to see the total cost – including shipping – before they go to checkout” ([7 proven secrets of high-converting checkouts](#)); also see recommendation 17 in: [40 checkout page strategies to improve conversion rates](#). There also exist recommendations to show shipping costs on product pages.

²⁰ [Checkout usability: Don't use “Apply” buttons \(72% get it wrong\)](#).

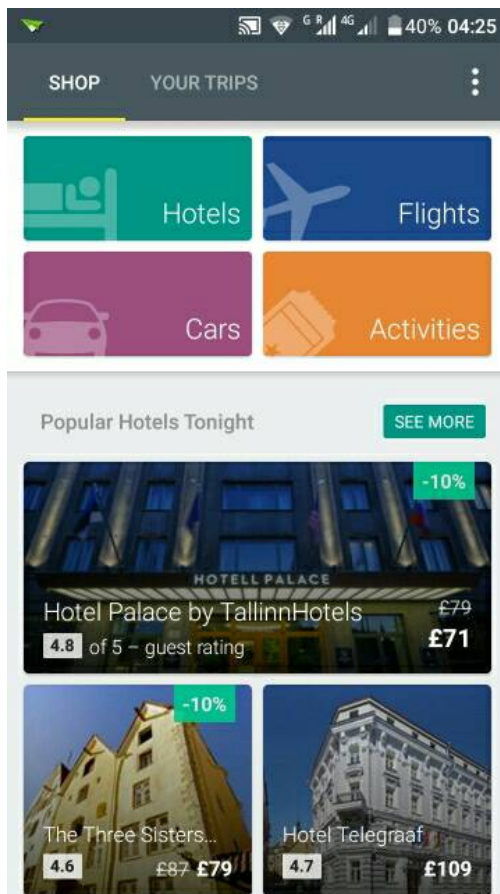
²¹ [Don't put labels inside text boxes; Placeholders in form fields are harmful](#).

Booking.com mobile apps vs their competitors

Version 1 | 11.01.2016

No doubt, Booking.com apps are one of the best and there is a widespread opinion that their websites are the most persuasive hotel booking websites in the world¹.

Based on existing mobile hotel booking statistics, leading hotel booking apps proceed from the assumption that a user is already on-site and seeks for a hotel in the nearest vicinity to his current location. For example, Expedia² app starts showing the list of local hotels without asking any questions about the destination, check-in/checkout dates or a number of guests:

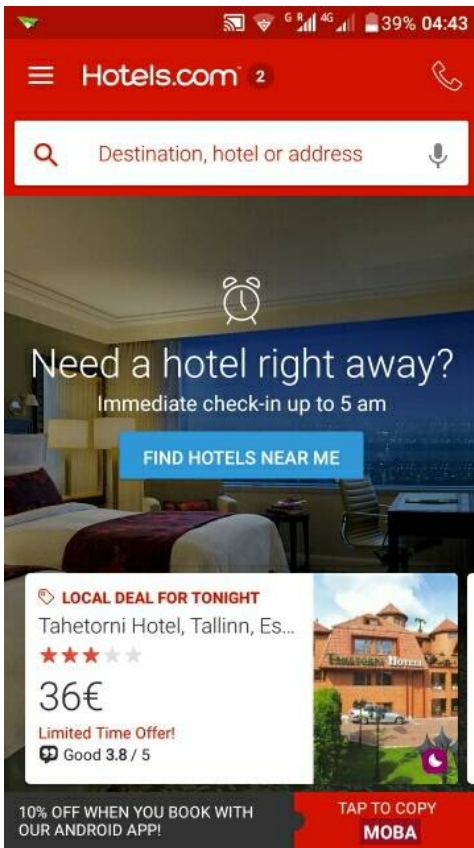


Expedia start screen

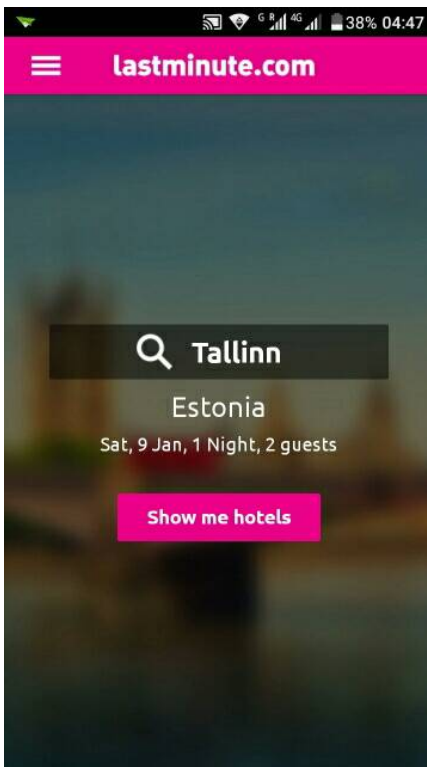
¹ [Is Booking.com the most persuasive mobile website in the world?, Is Booking.com the most persuasive website in the world?](#)

² I always compare any travel websites/apps with Expedia products because these guys know what they do. Expedia conducts about 600 user tests per year so we must take their design solutions into account.

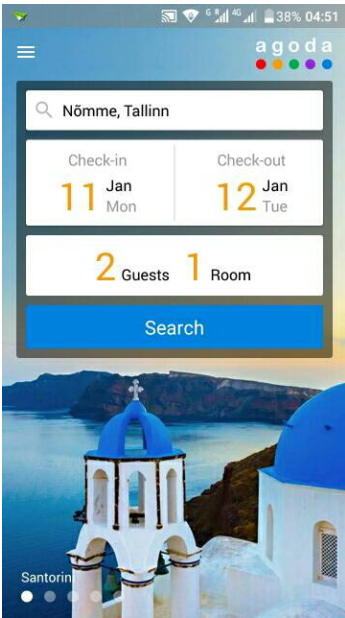
Hotels.com app exploits a less radical approach but they still clearly suggest local search:



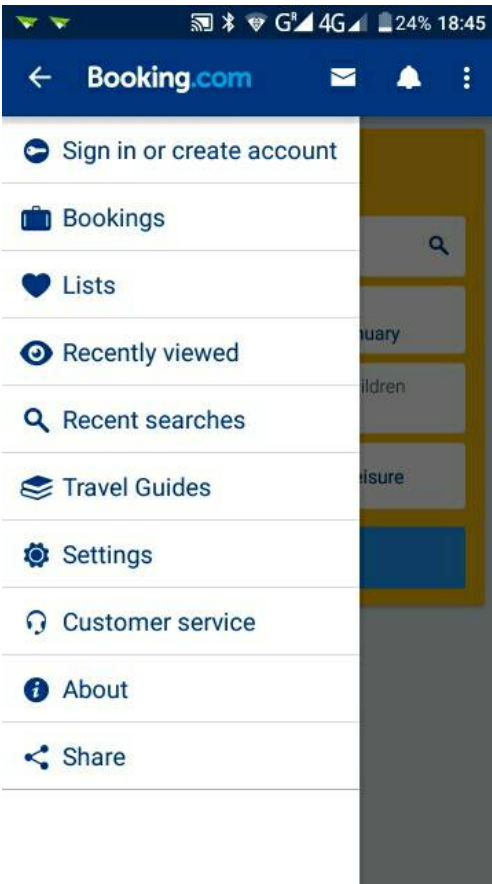
LastMinute.com app detects user's current location and suggests showing local hotels as well:



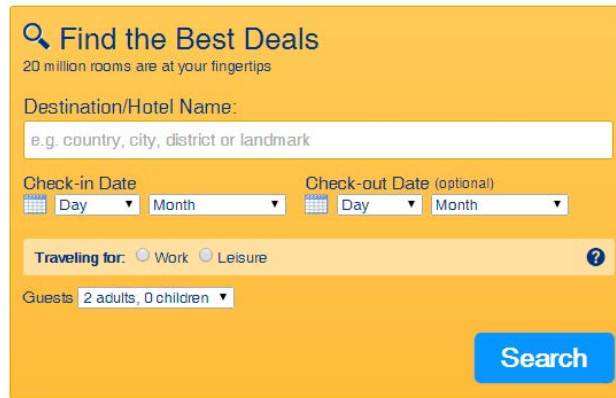
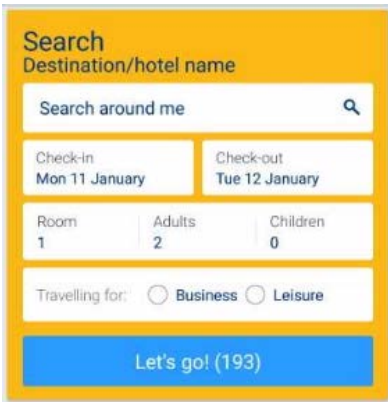
Agoda.com app knows not only the city but also the city district:



In all these cases, a user knows what to do next. Now what about Booking.com app. They start showing a menu with a long list of options that are probably irrelevant to any user's current goals:



After closing this menu, he sees almost the same search form he might see on the Booking.com website:



Consistency between web and mobile UIs is often good but probably not in this case. What does this mean: **Search around me**? If you know my location (and you do), why not to show it explicitly as other apps do:

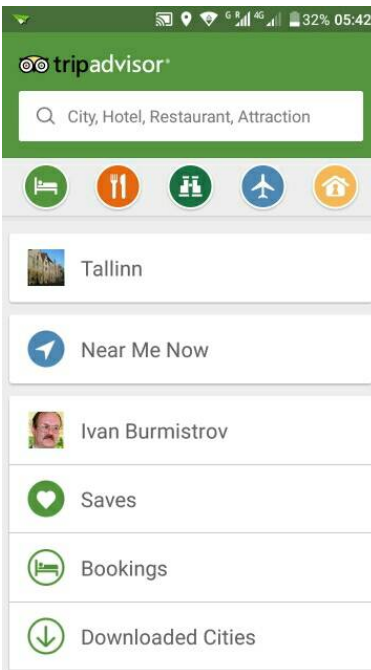
Tallinn;

Nõmme, Tallinn or

Tallinn Airport (naturally, the most of on-site last-minute bookings will be done from the airport because it offers free wifi).

And for those who are used to enter destination name on the website but are still at the departure location, what should they do with **Search around me** message? And what to do with magnifying glass icon? This is all very problematic...

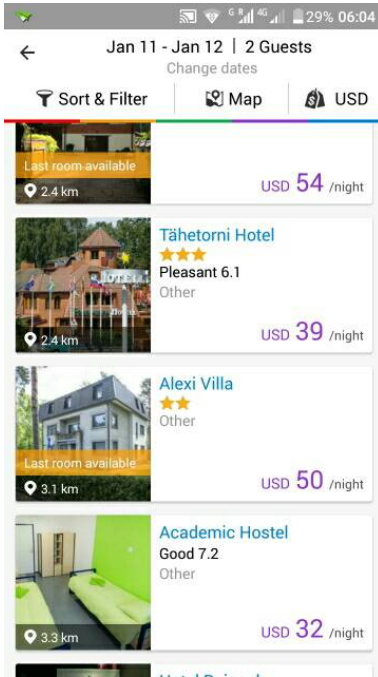
TripAdvisor provides a much better solution offering two clear options: **Tallinn** and **Near Me Now**:



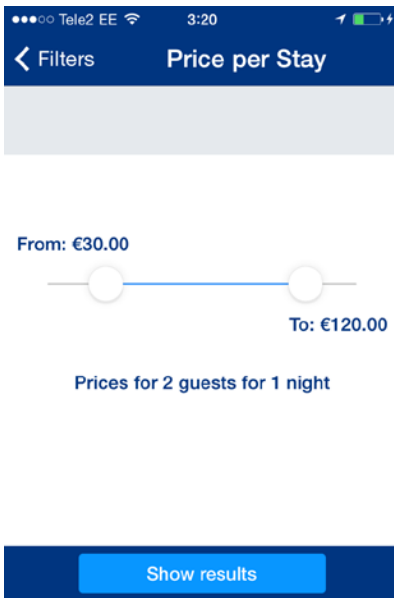
Now about the hotel list search. Booking.com by default sorts hotels by popularity:



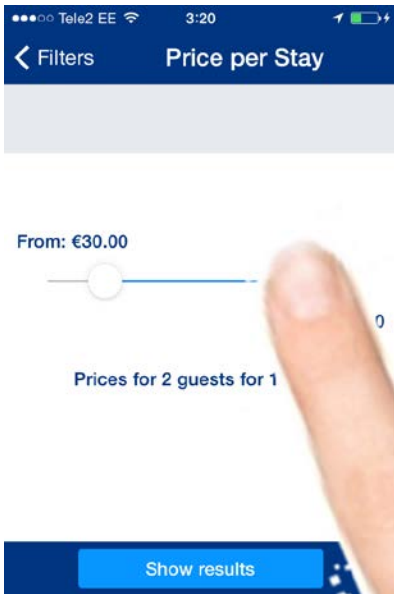
This is questionable because in mobile context the best sorting may be the distance from the current location, as Agoda suggests:



In general, I think Booking.com works with the best experts in UX but I am afraid they base their recommendations on the “theory” and they do not test their designs with real users. A simple example of a usability flaw that could be revealed in any usability testing: **Price per Stay** slider:



You understand...



Usability and conversion audit of Design Everest

Version 1 | 20.03.2016

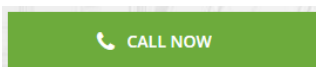
1. There are serious doubts that a one-pager will work well for this industry in principle. Almost all competitor websites use more traditional multi-page structure ([Hohbach-Lewin](#), [AP Engineering](#), [Structural Engineers Inc](#), [Peoples Associates](#), [Zenith Engineers](#), [Ost Engineering](#)). The most important section of a multi-page website is “Projects” or “Portfolio” that should represent different types of buildings (residential, office, retail, educational, healthcare etc.). If company’s current portfolio includes only residential buildings, anyway, it makes sense to create a separate page for a number of project descriptions and customer testimonials.

A project description should include project name, location, square footage, list of services performed, and a couple of paragraphs of descriptive text. Imagery may include photos of a building (e. g., in “before & after” manner) and perhaps also sample blueprint.

2. Another important section may be “Our team” (or “People”) because it makes the website more personal and increases customer trust and company credibility. Instead of a gallery of smiling faces it would be better to prepare a series of “people at work” photos. Of course, stock photos should be avoided and the gallery should represent company’s real staff.

3. Although showing a contact form on a popup window is better than displaying it inline¹, it should be noted that people hate contact forms and they have the lowest conversion rate (1%) among all types of web forms². So it is important to show clearly two alternative contacts, phone and email.

The problem with current phone button is that some people may simply do not know what to do with this button:



It may work ok on mobiles but not on computers. Recommendation is to show the number on the masthead and the page footer. The same applies to email: show clickable (and underlined) address info@designeverest.com. It is good that email is shown on the map but not all visitors may notice it there and it disappears after clicking “Toggle map” button.

4. Add a possibility to attach files to the contact form because customers may have documents they want to send.

5. **{For A/B-testing}** Consider replacing “Get a free quote >” button with “Get a free consultation >”.

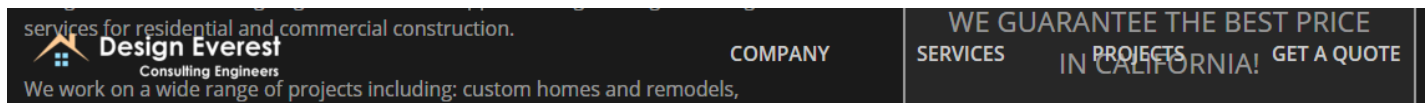
6. **{For A/B-testing}** Avoid sticky masthead. The problem with sticky navigation is that too many users hate it viscerally³. I do not hate sticky navigation but I agree that a good reason for using sticky navigation is when “the header provides information that is critically important anywhere on the page”⁴.

¹ [LeadBox vs. regular opt-in box](#).

² [Formstack \(2015\) The Form Conversion Report 2015](#).

³ See comments to the article [Sticky menus are quicker to navigate](#): “For me most pages with sticky navigation is exactly distracting and intrusive”, “I absolutely dread sticky menus”, “I HATE HATE HATE sticky navs” etc.

In any case, don't make the masthead transparent:



Visitors will definitely perceive it as a website bug.

7. Using liquid (responsive) page layout is not a good idea for wide computer displays. The problem here is that horizontal length of paragraph text becomes too long. Current recommendation for desktop screens is 50-75 characters per line⁵. Current design is about 110 characters on a 1920 horizontal screen resolution monitor:

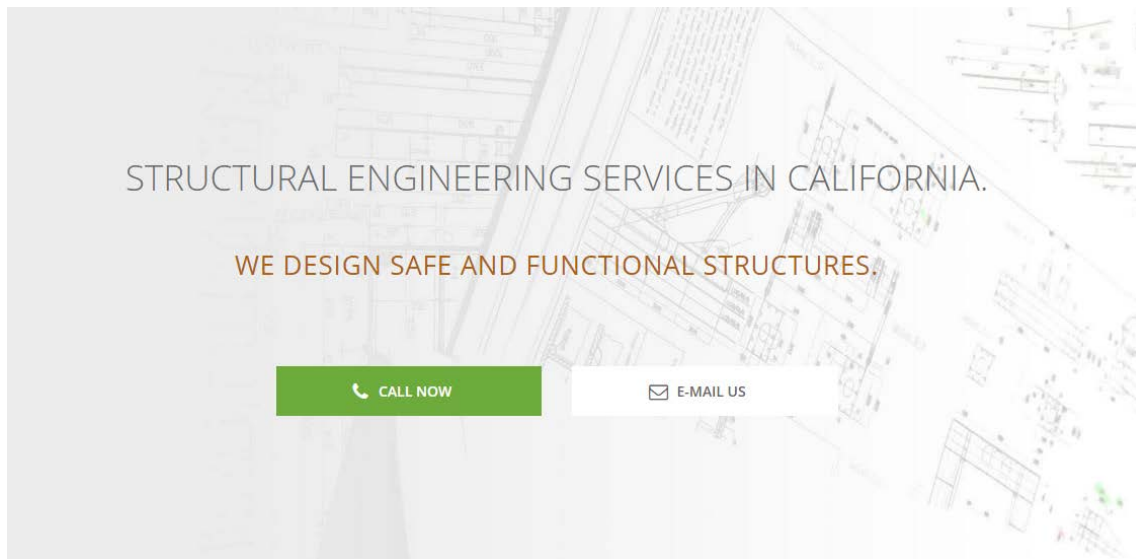
We serve building owners by providing value engineering and design solutions to improve building performance and increase value of assets. Whether you need to add to your home or would like us to perform seismic retrofit on an office building, we will work with you to understand your needs and goals and provide you with the best service in the market.

Or even 140+ characters:

I've collaborated on a number of commercial projects with Design Everest and I can attest to their detailed in-depth knowledge of structural and earthquake engineering. They are able to engineer not only wood buildings but also steel and reinforced concrete structures. I found their knowledge-based approach and timely delivery refreshing.

Recommendation is to use liquid page layout within some limit, e. g. not more than 1280-1366 horizontal screen space. Also avoid paragraph texts of more than 75 characters per line.

8. Using a "splash screen" is not recommended⁶ because this is a useless waste of most valuable screen real estate and it only delays a visitor:



It will be much more useful to present a slogan explaining the company business and a list of main company services:

⁴ See [The trouble with sticky headers](#).

⁵ [Choosing the right font: A guide to typography and UX](#).

⁶ See section "2. The preposterous return of the splash screen" in: [An open letter to "minimalist" sites](#).

Structural engineering services in California:

- custom homes and remodels
- apartment buildings
- condominiums
- townhomes
- office buildings
- shopping centers
- parking structures
- restaurants
- individual retail stores and warehouses

If a visitor can quickly understand that the company offers a service that he needs, he will scroll further down the page and research it more carefully.

9. Addressing three groups of target customers (building owners, contractors and architects) simultaneously is not good because a visitor probably belongs to only one of three groups, so two others will be irrelevant. It is necessary to make a decision about the primary target group and focus on it.

10. Avoid using low quality images:



11. Because of response to mouse hover, users may expect that images of buildings are clickable but this is not the case.

12. Testimonials must have a header otherwise it is difficult to recognize the genre of these texts. Also consider replacing auto-scrolling with clearly visible arrows to scroll testimonials manually.

13. Use higher text/background contrast for the main menu⁷.

14. Consider replacing a large map with smaller maps with driving directions and photos of offices.

15. **{For A/B-testing}** Consider reducing the number of “Get a free quote” buttons. Five buttons may look a bit obtrusive.

16. **{For A/B-testing}** Try replacing flat buttons with embossed 3D-looking ones⁸.

17. Do not place buttons on the edge of adjacent page areas:

⁷ [Low-contrast text is not the answer.](#)

⁸ [Ve Interactive \(2015\) The Marketer’s Guide to the Perfect CTA; 6 proven ways to boost the conversion rates of your call-to-action buttons; 144 new call-to-action buttons that shout “Click me”.](#)



nd commercial projects. They are expe

CTA buttons must have enough whitespace around them⁹.

⁹ [6 proven ways to boost the conversion rates of your call-to-action buttons.](#)

Recommendations on Bareoutdoors.com.au CRO

Version 1 | 11.03.2016

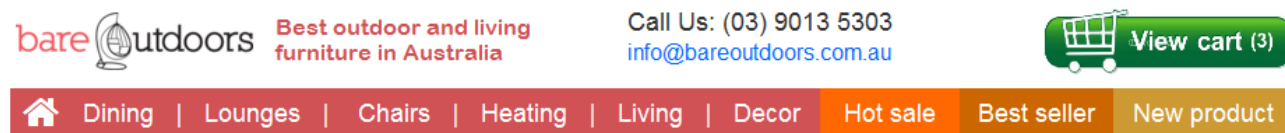
Masthead and main navigation

MN010 Explain the website goal near the logo (slogan shown below is only an example).

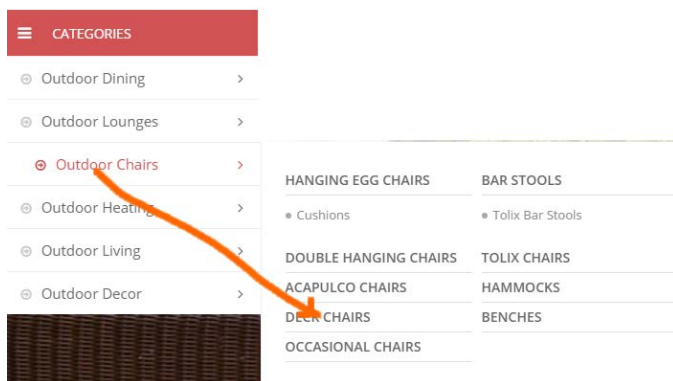
MN020 Show contact email on the masthead ([info@](mailto:info@bareoutdoors.com.au), not sales@).

MN030 Make shopping cart perfectly visible and visually contrasting to surrounding objects.

MN040 Use high contrast main menu with product categories:

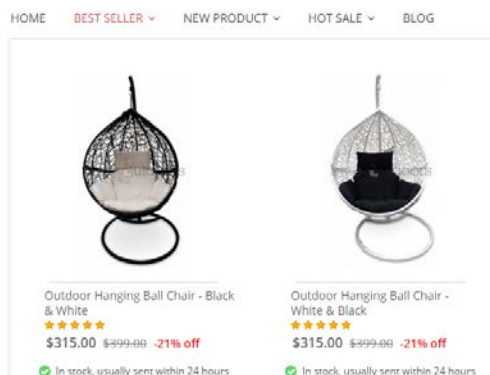


MN050 This menu suffers from the diagonal problem making it practically unusable:



Fix this problem with a [delay](#).

MN060 Avoid megamenus for Best seller, New Product and Hot sale:



Directly forward users to corresponding pages.

MN070 Non-clickable objects shouldn't look like clickable:



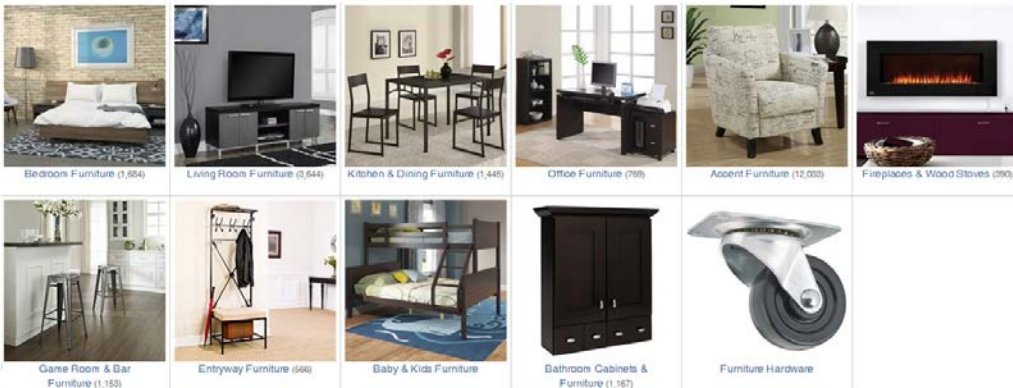
Make them clickable and provide relevant explanations on mouse click. (Or remove borders around them and do not react to mouse hover.)

MN080 Make search box permanently visible:

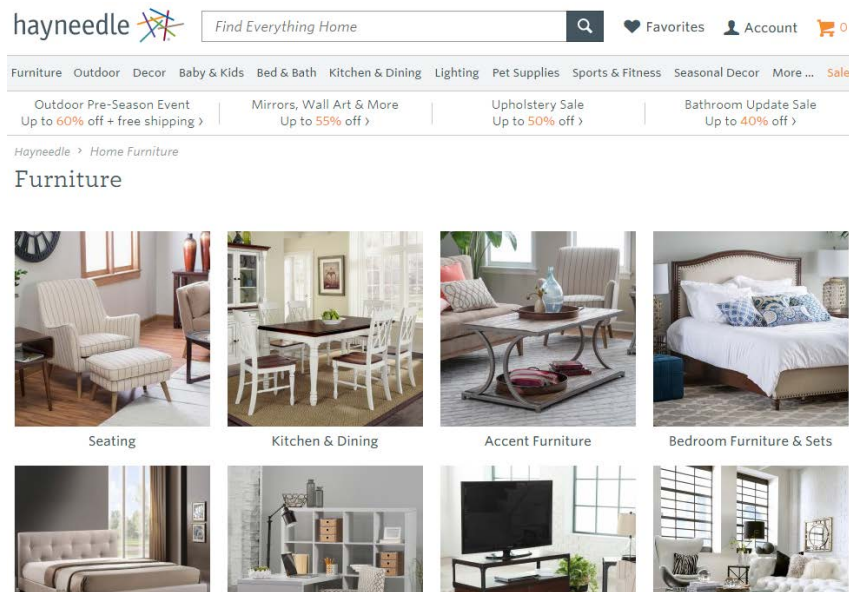


Homepage

HP010 Homepage should present *product categories*. Examples:

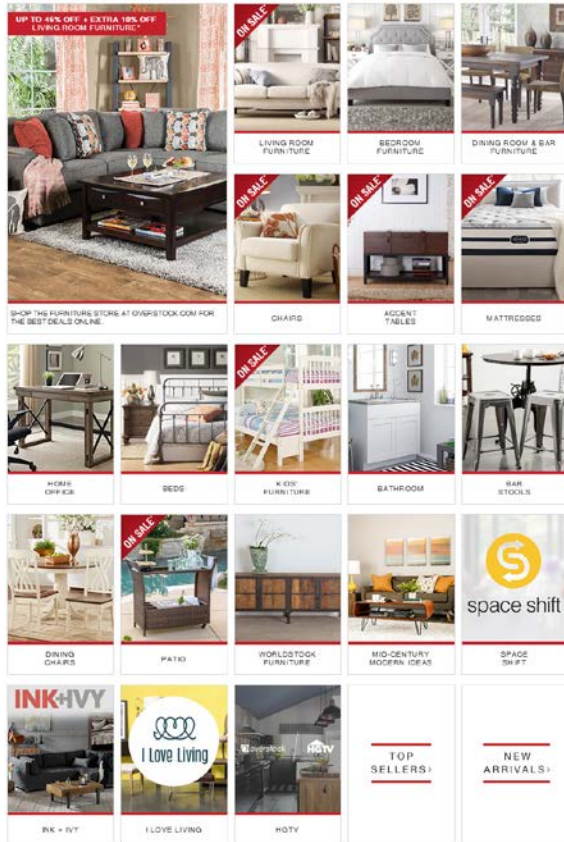


<https://www.lowes.ca/furniture/>



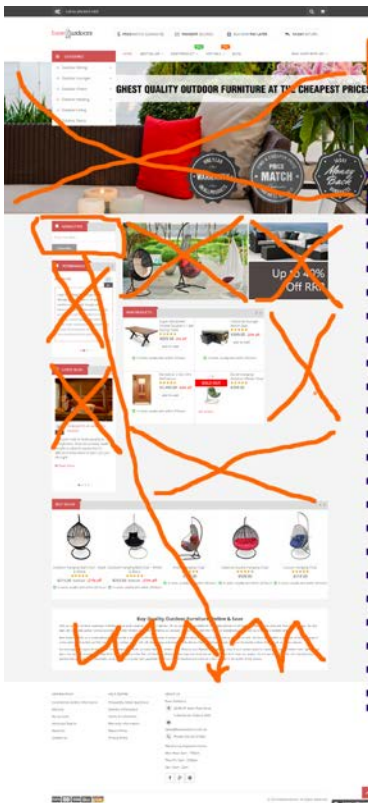
<http://www.hayneedle.com/furniture/>

FURNITURE STORE



<http://www.overstock.com/Home-Garden/Furniture/32/dept.html>

HP020 Remove all garbage and “negative space” from the homepage:



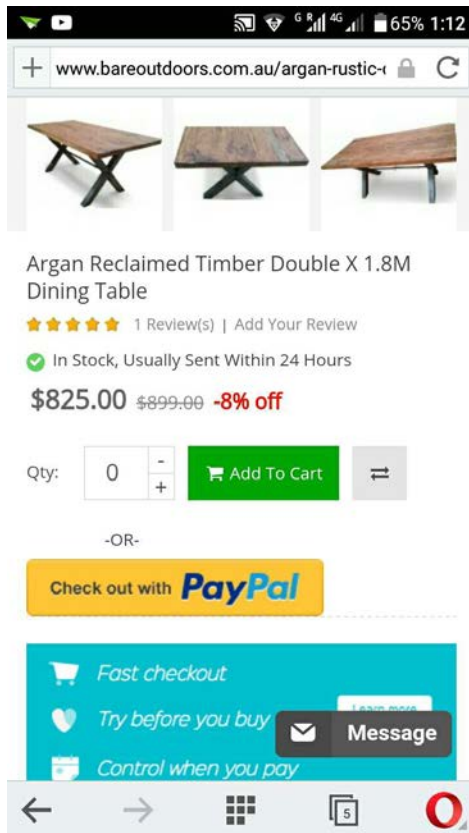
Product page

PR010 Don't show out of stock products (also applies to homepage, category pages and shopping cart page).

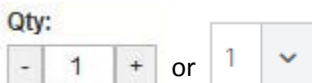
PR020 This is probably the main problem on the product page:



Defaulting quantity to zero is a rare idiocy. It is also difficult to change quantity by tapping -/+ buttons on mobiles:



Use normal controls:



PR030 Adding a product to a cart should not bring a customer to the shopping cart page. Only inform him about addition and let him continue shopping.

PR040 Higher-level breadcrumb categories should look clickable:

[Home](#) / [Outdoor Chairs](#) / [Acapulco Chairs](#) / [Acapulco Black Chair](#)

PR050 Put short product description closer to its price, action buttons and product image:

Acapulco Black Chair
 ★★★★★ 1 Review(s) | Add Your Review
 In Stock, Usually Sent Within 24 Hours
 \$175.00
 Qty: 0
 -OR-
 Check out with **PayPal**
 Fast checkout
 Try before you buy
 Control when you pay
 Price Match Guarantee: Find a cheaper price and we'll match it
 PayPal VISA
 Features:
 • Weatherproof with Quality Wicker finish
 • Indoor and outdoor compatible
 • Powder coated and galvanised frame
 • Ideal for around the pool, gardens, balcony, living room and more.
 Dimensions: 69cm (W) x 82cm (D) x 88cm (H) Seat Height: 33cm - 40cm

PR060 Also consider providing an anchor (within-page) link to full product description:

View more images



<http://www.ikea.com/gb/en/catalog/products/80202198/#/80202198>

FALSTER

Chair with armrests, outdoor, grey

£50

The price reflects selected options

Article Number : 802.021.98

Can be stacked, which helps you save space. You can make your chair more comfortable and personal by adding a chair cushion or pad in a style you like.

[Read more](#)

Colour

grey

1

PR070 Remove watermarks from product images:



PR080 Use larger product images.

PR090 It's not clear where this comparison list can be viewed:

The product Acapulco Black Chair has been added to comparison list.

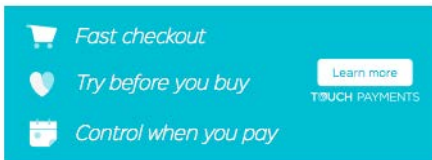
Also consider using favorites list (or shopping list) instead of comparison list (see [IKEA's shopping list](#)).

PR100 Remove social buttons: close to zero numbers of likes and shares decrease conversion rate:



PR110 Consider removing PayPal button from product pages (but keep it on the shopping cart page).

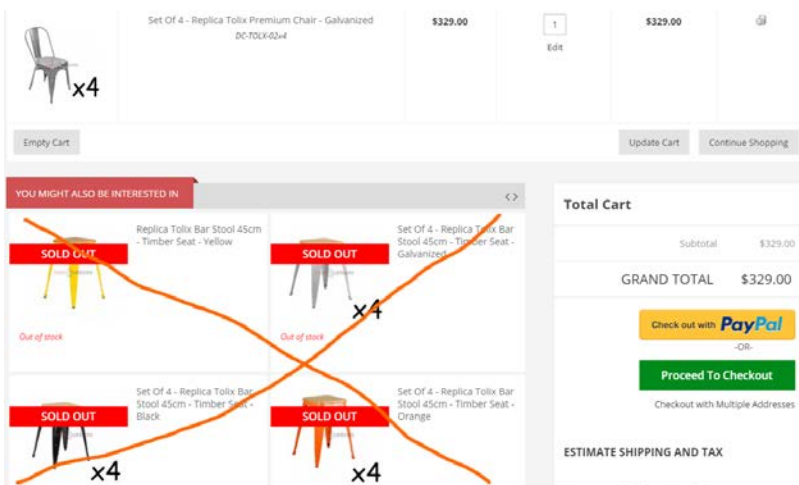
PR120 Reduce visual prominence of this block:



(All colorful objects on a product page compete with add to cart button for customer attention.)

Shopping cart

SC010 Don't show *similar* products on the shopping cart page because this may make a customer doubt his already made choice and restart his shopping endeavors:



You may show only *complementary* products here.

SC020 Remove button should be clearly recognizable:



SC030 Clicking remove button shouldn't bring a customer to a product page. The same applies to edit quantity button.

SC040 Provide increase/decrease buttons to change quantities. Instantly recalculate the costs, avoid update cart button.

SC050 Calculate the final price on the shopping cart page including shipping costs and taxes.

SC060 It seems the shipping calculator is not working:

ESTIMATE SHIPPING AND TAX

Enter your destination to get a shipping estimate.

Address

Country*

State/Province

City

Zip/Postal Code

Get A Quote

This is probably a serious cause for cart abandonment.

Is it possible to calculate shipping and taxes based solely on the postal code (thus avoiding filling in too many fields)?

SC070 Then, customers are not interested in shipping *estimates*, they need the final price of their order.

SC080 Coupons are well-known conversion killers:

Got a coupon? [Click here to apply it.](#)

Remove it.

Checkout

CO010 This form remembers customer's postal code, city and state but not a street address:

Address*

Zip/Postal Code*

Suburb*

State/Province

CO020 Removing this field usually increases conversion:

Company

Example, Inc.

CO030 Explain why do you need customer's phone or clearly mark it as optional:

Phone Number

() ____