Dirty Tricks From The Dark Corners Of eCommerce

Vitaly Friedman @ BuildStuff.LT
November 16, 2018
Vitaly Friedman, co-founder of SmashingMag
(I really don’t know what to put in here...)
Colorful Inspiration For Gray Days: Illustration And Photography At Their Best

By Veerle Pieters

If it's still snowy where you live, then you're probably tired of the cold weather by now. Winter may be in full swing but that shouldn't stop us from hunting for inspiration. While the gray days always seem to find a way to make us more and more anxious for springtime to finally arrive, it's also a time we can use to reflect on our work and perhaps better decide what it is that we hope to improve or change in the next months.
Don't Miss These Articles on Smashing

Rachel Andrew wrote — 11 MONTHS AGO

The New Layout Standard For The Web: CSS Grid, Flexbox And Box Alignment  ▪️ 22 comments

# CSS 227  # Flexbox 32  # CSS Grid *

Paul Boag wrote — 2 MONTHS AGO

How To Work Out What To Charge Clients: The Honest Version  ▪️ 46 comments

# Business 268  # Clients 78

https://staging.smashingmagazine.com/2017/06/what-to-charge-clients/
The New Layout Standard For The Web: CSS Grid, Flexbox And Box Alignment

How To Work Out What To Charge Clients: The Honest Version

Rachel Andrew wrote — 11 MONTHS AGO

Paul Boag wrote — 2 MONTHS AGO
eCommerce Touchpoints

1. Add an item to cart
2. Adjust the number of items
3. Update the cart
4. Check shipping availability
5. Check shipping options/costs
6. Check tax costs
7. Check price in local currency
8. Check delivery times
9. Check the refund policy
10. Check “best price” guarantee
11. Check if tax-refundable
12. Check coupon codes
13. Check payment options
14. Review technical concerns
15. Choose guest checkout
16. Choose fast checkout / PayPal
17. Type in email and verify it
18. Recover/set up password, sign in
19. Type in shipping address
20. Sigh at the country selector
21. Set billing to shipping address
22. Select a shipping option
23. Get confused about new price
24. Review order, edit input
25. Opt-out of email subscription
26. Complete the payment
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Add an item to cart</td>
</tr>
<tr>
<td>2.</td>
<td>Adjust the number of items</td>
</tr>
<tr>
<td>3.</td>
<td>Update the cart</td>
</tr>
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<td>4.</td>
<td>Check shipping availability</td>
</tr>
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</tr>
<tr>
<td>6.</td>
<td>Check tax costs</td>
</tr>
<tr>
<td>7.</td>
<td>Check price in local currency</td>
</tr>
<tr>
<td>8.</td>
<td>Check delivery times</td>
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<td>9.</td>
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<td>10.</td>
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</tr>
<tr>
<td>18.</td>
<td>Recover/set up password, sign in</td>
</tr>
<tr>
<td>19.</td>
<td>Type in shipping address</td>
</tr>
<tr>
<td>20.</td>
<td>Sigh at the country selector</td>
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<tr>
<td>21.</td>
<td>Set billing to shipping address</td>
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<td>23.</td>
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</tr>
<tr>
<td>25.</td>
<td>Opt-out of email subscription</td>
</tr>
<tr>
<td>26.</td>
<td>Complete the payment</td>
</tr>
<tr>
<td>27.</td>
<td>Sigh at an authorization failure</td>
</tr>
<tr>
<td>28.</td>
<td>Try other payment methods</td>
</tr>
<tr>
<td>29.</td>
<td>Abandon the shopping cart</td>
</tr>
<tr>
<td>30.</td>
<td>Receive a cart recovery email</td>
</tr>
<tr>
<td>31.</td>
<td>Return; try to purchase again</td>
</tr>
<tr>
<td>32.</td>
<td>Delight at the “success” page</td>
</tr>
<tr>
<td>33.</td>
<td>Receive a confirmation email</td>
</tr>
<tr>
<td>34.</td>
<td>Wonder about the invoice PDF</td>
</tr>
<tr>
<td>35.</td>
<td>Log in to download the invoice</td>
</tr>
<tr>
<td>36.</td>
<td>Cross fingers and hope for the best</td>
</tr>
</tbody>
</table>
an average documented online shopping cart abandonment rate in eCommerce retailers.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Cost (shipping, tax, fees)</td>
<td>33%</td>
</tr>
<tr>
<td>Forced Account Creation</td>
<td>23%</td>
</tr>
<tr>
<td>Credit Card Trust</td>
<td>18%</td>
</tr>
<tr>
<td>Complicated Checkout Process</td>
<td>18%</td>
</tr>
<tr>
<td>Payment Methods</td>
<td>7%</td>
</tr>
</tbody>
</table>

Baymard survey: June 2013 · 1,505 respondents · US internet users age 18+
Reasons for abandonments during checkout

1,799 responses · US adults · 2017 · © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?" Answers normalized without the 'I was just browsing' option.

- Extra costs too high (shipping, tax, fees): 60%
- The site wanted me to create an account: 37%
- Too long / complicated checkout process: 28%
- I couldn't see / calculate total order cost up-front: 23%
- Website had errors / crashed: 20%
- I didn't trust the site with my credit card information: 19%
- Delivery was too slow: 18%
- Returns policy wasn’t satisfactory: 11%
- There weren’t enough payment methods: 8%
- The credit card was declined: 4%
## Checkout Benchmark Analysis

To accompany the usability test sessions we've also benchmarked the checkout flows of 50 top grossing US e-commerce sites across all 134 guidelines in this report, each on a 7-point scale. This has resulted in a benchmark database with 6,400 checkout elements manually reviewed and scored across 380 different checkout steps.

Before diving into the 134 guidelines, which constitute the majority of this report, we'll first provide an analysis of this benchmark dataset, which offers a clear picture of the general state of checkout UX, and identifies common checkout design flaws, as well as strategic oversights and opportunities.

For this analysis we've summarized the checkout usability scores across the 18 sub-chapters in this report, and plotted the 50 benchmarked checkout flows across these in the scatterplot above. Each dot therefore represents the summarized UX score of one site. The dots are color-coded in accordance with their usability performance, with red dots indicating “poor” usability, yellow representing “acceptable”, and green “good”. The site average is denoted with a back circle. (Tip: You can browse an interactive version of this scatterplot in your Baymard Pro account.)

### Benchmark Dataset Analysis

<table>
<thead>
<tr>
<th>Sub-chapter</th>
<th>Score Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Cart &amp; “Added to Cart” Behavior</td>
<td>[Diagram]</td>
</tr>
<tr>
<td>Account Selection &amp; Creation</td>
<td></td>
</tr>
<tr>
<td>Customer &amp; Address Information</td>
<td></td>
</tr>
<tr>
<td>Gifting Flow &amp; Features</td>
<td></td>
</tr>
<tr>
<td>Shipping &amp; Store Pickup</td>
<td></td>
</tr>
<tr>
<td>Payment Flow &amp; Methods (Incl. 3rd-Party)</td>
<td></td>
</tr>
<tr>
<td>Credit Card Form</td>
<td></td>
</tr>
<tr>
<td>Order Review</td>
<td></td>
</tr>
<tr>
<td>Order Confirmation &amp; E-Mail</td>
<td></td>
</tr>
<tr>
<td>Page Design</td>
<td></td>
</tr>
<tr>
<td>User Attention &amp; Interactions</td>
<td></td>
</tr>
<tr>
<td>Cross-Sells</td>
<td></td>
</tr>
<tr>
<td>Form Design &amp; Features</td>
<td></td>
</tr>
<tr>
<td>Validation Errors &amp; Data Persistence</td>
<td></td>
</tr>
<tr>
<td>Address Validators</td>
<td>[Diagram]</td>
</tr>
<tr>
<td>Field Labels &amp; Microcopy</td>
<td>[Diagram]</td>
</tr>
<tr>
<td>Field Design &amp; Features</td>
<td>[Diagram]</td>
</tr>
<tr>
<td>Default Values &amp; Autocompletion</td>
<td>[Diagram]</td>
</tr>
</tbody>
</table>
69.23%

- **Main reasons for shopping cart abandonment:**
  - Hidden costs (33%) incl. shipping, tax, fees, data,
  - Forced account creation (23%),
  - Credit card trust (18%),
  - Complicated checkout process (18%),
  - Payment methods (7%).

Behavior.
Behavior.
Select your payment method

Please, check the film, date, session and that the information shown above is the one you have selected for your movie tickets since you will not be able to make changes or refunds once the purchase is finished.

Remember that you must present your credit card and official ID when collecting your tickets at the box office of your selected Yelmo Cinemas.

Please enter the corresponding information to carry out the payment of the tickets.

Double check that this information is correct and click on the CONFIRM YOUR PURCHASE button below to process your transaction.

The limit to collect the tickets is the end of the chosen session.
Ihre persönlichen Daten für Ihren FörderCheck

Sind Sie verheiratet?
Ja  Nein

Wann ist Ihr Geburtsdatum?
1 1 1984

Haben Sie Kinder?

Was machen Sie beruflich?
Arbeitnehmer  Selbstständiger

Ihr jährliches Bruttoeinkommen?

Weiter  Zwischenergebnis speichern
YOUR RESULTS

Over the last month, fleas have laid roughly **25K** eggs on your pet.

YOUR SOLUTION

**DEFEND CRAWLING**

DOOM Defend Crawling Insects: Long Lasting is scientifically proven to have a long lasting killing effect on crawling insects. Kill crawling insects instantly, and spray surfaces to keep killing insects that come into contact with the treated area. Lasts for up to 4 weeks.
## Travel Insurance

<table>
<thead>
<tr>
<th></th>
<th>INSURANCE</th>
<th>INSURANCE PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Expenses up to £2,500,000 (excess of £75, double excess for aged 65+)*</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Personal Belongings up to £1,150 (excess of £75)*</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Cancellation for unexpected circumstance up to £3,000 (excess of £15, double excess for aged 65+)*</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ticket Refund in case of Ryanair’s failure</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

### Residence

- **Please select a country of residence**
  - United Kingdom
  - Ireland
  - Germany
  - Spain
  - France
  - Italy
  - Sweden
  - Austria
  - Belgium
  - Czech Republic
  - Denmark
  - Don’t Insure Me
  - Finland
  - Hungary
  - Latvia

### Check & Pack Bags

- Buy normal bags
- Buy up to date bags

---

[View Policy]
80% OFF
BLACK FRIDAY SALE

Zone Kaiwei Ni factory
Sponsored

Shop Now
Buy, sell, trade stuff safely using sms text! The better alternative to Craigslist.
Amazon.com
More skills to try with Alexa
Top Alexa Skills "Alexa, give me a meal idea."
"Alexa, sound like a cat." "Alexa, what should we t...

Alphalete
Shop New Arrivals
MENS
WOMENS...

Old Navy
TWO DAYS ONLY! 50% OFF all activewear!
Clearance is still going strong with up to 75% OFF!
View in web browser. NEW ARRIVALS / WOMEN /...
Your secure booking starts here - it only takes 2 minutes!

Room: €113.07
10% VAT: €11.31
3.20% City tax: €3.62
Today you’ll pay: €0
You’ll pay at stay: €128

Your booking includes:
- Breakfast
- Free WiFi
- FREE cancellation

Price (for 2 guests): €128

More about your booking:
- Best Price Guaranteed
- Manage your bookings online: You’re in control of your booking. No registration is required.
- Your booking is secure: When you book with us your details are protected by 256-bit SSL encryption.

Please sign in, Vitaly Friedman  Not Vitaly?

Sign in with Facebook

Or

Enter your password to book with your saved details
TILL DEATH DO US RIDE A5 NOTES
FREE GIFT / BLACK  REMOVE
1  £0.00

LEATHER IPHONE 6 SLEEVE GLD
IPHONE 6 / BLACK / GOLD  REMOVE
1  £16.99
Conversion peaks at noon and at 8PM (except Fridays). Traffic increases around 8PM–9PM. It varies depending on the industry.

**Prime Times:**
- Mondays, 8PM

Conversion peaks at noon and at 8PM (except Fridays). Traffic increases around 8PM–9PM. It varies depending on the industry.

Every industry has different levels of distraction, motivation, impatience and tiredness. There is no bulletproof eCommerce UX.
Thumbs drive most interactions on mobile screens. 75% of users touch the screen with one thumb. We use hands interchangeably.

Thumbs drive most interactions on mobile screens. 75% of users touch the screen with one thumb. We use hands interchangeably.

Thumb sweep area is limited, but we are good at shifting our grip across the back of the phone. It also depends on contact patch.

Thumb sweep area is limited, but we are good at shifting our grip across the back of the phone. It also depends on posture.

Thumbs drive most interactions on mobile screens. 75% of users touch the screen with one thumb. We use hands interchangeably.

Thumb-Driven Design


Cradled
Hold and Touch
Two Hands – Landscape
One Hand – First Order
One Hand – Second Order
Two Hands – Portrait
People frequently **shift** their grip, for specific types of interactions, depending on their task/context. 36% cradle their device, using a second hand for reach or stability.

The larger a device is, the further people hold them away from the eyes. We use larger devices when sitting down more than phones.

Distance From Eyes Varies

The larger a device is, the further people hold them away from the eyes. We use larger devices when sitting down more than phones.

The smaller a device is, the more people use it on the move. Larger devices are usually residing on the desk or on a stand.

The smaller a device is, the more people use it on the move. Larger devices are usually residing on the desk or on a stand.

Target Size Influences Error Rate

% OF MISSED TAPS

Target size | 3 mm | 5 mm | 7 mm | 9 mm | 11 mm | 13 mm
--- | --- | --- | --- | --- | --- | ---
25% | | | | | | |
20% | | | | | | |
15% | | | | | | |
10% | | | | | | |
5% | | | | | | |
1 in 30 taps (3%) will miss the target | 1 in 100 (1%) | 1 in 200 (0.5%) | | | | |

Average index finger width

Humans rarely hit tap targets on mobile, so our designs should accommodate for misses with generous padding.

Central Area Matters Most

The **further away** hit targets are from the center, the larger the padding should be (7–12mm). We prefer to **tap** around the center.

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The **further away** hit targets are from the center, the larger the padding should be (7–12mm). We prefer to **tap** around the center.

The further away hit targets are from the center, the larger the padding should be (7–12mm). We prefer to scroll around the center.

Central Area Matters Most

Primary
Content and functionality in the center

Secondary
Actions and tabs along the edges

Tertiary
More functions are behind menus
Primary content at the center. Secondary actions along the top and bottom edges (e.g. as tabs). Tertiary functions behind menus, in one of the corners.

69.23%

- **Main reasons for shopping cart abandonment:**
  - Hidden costs (33%) incl. shipping, tax, fees, data,
  - Forced account creation (23%),
  - Credit card trust (18%),
  - Complicated checkout process (18%),
  - Payment methods (7%).

Pricing.
Pricing.
Hotpoint RLSA175P Freestanding Fridge - White

We price match
Give our sales team a call on 0844 324 9222 and we'll happily price match
• **Catch Doubts/Concerns Before They Happen**

Display a *price match tool tip* when users start highlighting an appliance name/model.
### Shopping Cart
Your purchase is always safe and secure.

### Lowe's Of Manhattan - Chelsea | Change Store
635-641 6th Avenue, New York, NY 10011

<table>
<thead>
<tr>
<th>Products in Cart</th>
<th>Select a Delivery Method</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Frigidaire 25.5-cu ft Side-by-Side Refrigerator with Ice Maker" /></td>
<td><strong>Store Pickup</strong>&lt;br&gt;Ready for pickup:&lt;br&gt;Estimated 3 - 7 days</td>
<td>1</td>
<td>$899.00</td>
<td><strong>$899.00</strong>&lt;br&gt;Was $999.00&lt;br&gt;(Save 10% thru 06/19/2018)</td>
</tr>
<tr>
<td><strong>FREE</strong>&lt;br&gt;Lowe's Truck Delivery</td>
<td>You'll be contacted to arrange your delivery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Parcel Shipping</strong>&lt;br&gt;Currently unavailable for this order, check again soon.&lt;br&gt;Sent by carriers like UPS, FedEx, USPS, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Cart Summary

<table>
<thead>
<tr>
<th>Get Details</th>
<th>Promotion Code</th>
<th>Subtotal</th>
<th>Estimated Truck Delivery</th>
<th>Estimated Sales Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Get Details" /></td>
<td><img src="image" alt="Promotion Code" /></td>
<td>$899.00</td>
<td><strong>FREE</strong></td>
<td>$79.79</td>
</tr>
</tbody>
</table>

### Estimated Total

**$978.79**

Continue Shopping | START SECURE CHECKOUT

Items may remain in your cart for up to 30 days.
• **Avoid Hidden Costs: Pricing**

Display full or *estimated* price early on, e.g. in the cart — *way* before entering card data.
Avoid Hidden Costs: Price Breakdown

Show full *cost granularity* and cost descriptions, including a detailed shipping breakdown.
HARDCOVER

$ 24.00  $ 39.00

Added to the cart ✓

Gorgeous, printed book. eBook is included. Now available.

EBOOK

$ 19.00

Get the eBook

PDF, ePUB, Amazon Kindle.
Responsive design is a default these days, but we are all still figuring out just the right process and techniques to better craft responsive websites. That’s why we created a new book – to gather practical techniques and strategies from people who have learned how to get things done right, in actual projects with actual real-world challenges.

**HARDCOVER**

$24.00

**EBOOK**

$19.00

**Added to the cart**

Get the eBook

Gorgeous, printed book. Effectively transforms any web page into another one.

NEW

Responsive Web Design

Smashing Book #5: Real-Life Responsive Web Design

1 × $24.00

Shipping to USA

Checkout ($24.00)
• **Determine The Delivery Country Early On**

Helps avoid confusion and simplifies comparing; value user’s account settings over IP detection.
• **Show Final Price Before Checkout**

Allow users to select a country before they land in the checkout to display final price right away.
Smashing Book 6: New Frontier...
Book

1 × $29.00

Checkout ($29.00) →
Final prices, no surprises. You'll get the book by Sep 15.
Smashing Book #5: Real-Life Responsive Web Design

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$24.00</td>
</tr>
</tbody>
</table>

**SUBTOTAL** | $22.18  
**TAXES**    | $1.82   
**SHIPPING** | FREE    
**EXP. DELIVERY** | JAN 17 

**TOTAL USD** | $24.00
Smashing Book #5: Real-Life Responsive Web Design

1 × $24.00

Coupon code

SUBTOTAL $22.18
TAXES $1.82
SHIPPING FREE
PAY BY CARD OR PAYPAL FREE
EXP. DELIVERY JAN 17

TOTAL USD $24.00
Smashing Book #5: Real-Life Responsive Web Design

<table>
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</thead>
<tbody>
<tr>
<td>Smashing Book #5</td>
<td>$24.00</td>
</tr>
</tbody>
</table>

**Subtotal:** $22.18

**Taxes:** $1.82

**Shipping:** Free

**Exp. Delivery:** JAN 17

**Pay by:**
- Debit card: Free
- Credit card: Free
- PayPal: Free

**Total USD:** $24.00
• **Eliminate All Concerns At Once**

Communicate subtotal, taxes, shipping costs, delivery time, all fees, taxes and total price.
Want to ship to the US, Canada or Japan?

1. Where will you be shipping to?*
   - Lithuania

2. Select your preferred currency
   - Euro

*At the moment we only ship to countries listed above. You can also shop our US site www.llbean.com
• Prompt Customers To Specify Location

Once we know the (standard) shipping location and currency, we can display better estimates.

• **Show Price in Shopper’s Local Currency**

Helps avoid confusion and simplifies comparing; value user’s account settings over IP detection.

• **Avoid Hidden Costs: Stock Availability**

Also, always display “Stock Availability” alongside shipping methods to *reinforce* user’s decision.

Display Grid.
Display Grid.
GARMENT DYED LINEN SHIRT
Signature Fit
€74 €51,80

PLAINFRONT SHORTS
Longer
€58 €40,60

PLAINFRONT SHORTS
Longer
€58 €40,60

LOGO GRAPHIC FULL-ZIP HOODIE
Online Exclusive
€96 €57,60
Audio-Technica ATH-ESW990H
Wooden on-ear headphones

- wood earcup housings made from sycamore
- efficient drivers and earcup design result in natural, effortless acoustics
- detachable cable with in-line remote and mic

Item #: 901ATH990H
△ Low Stock

Free Shipping
$349.99
Add to Cart

Etymotic Research ER4SR Studio Reference
Noise-isolating in-ear headphones

- in-ear headphones for accurate music listening or studio monitoring
- single balanced armature drivers tuned for neutral, transparent sound
- offer 35-42dB of noise attenuation

Item #: 255ER4SR
△ Low Stock

Free Shipping
$349.99
Add to Cart

Scratch & Dent: $315.87
Prefer “Load more”+ Infinite Scrolling pattern

“Traditional” pagination is perceived as slow; yet endless scrolling is often a usability nightmare.
• Prefer “Load more” + Infinite Scrolling pattern
Display 10–30 products on initial page load, use endless scrolling to load next 10–30 products.
• Prefer “Load more” + Infinite Scrolling pattern

When reaching 20–60 products, switch to the “Load more” pattern to actively prompt user to act.
Free Shipping with delivery in 3 days or less  See details

Audiophile Headphones

130 products

Sort by

price: low to high

Audio-Technica ATH-M50x

Professional monitor headphones

4.5 (43)

Item #: 901M50X

In Stock

- over-the-ear, closed-back design offers noise isolation for studio recording

Free Shipping

$149.00

Add to Cart

Open Box: $138.57
iRobot Roomba 801 Robot Vacuum w/Manufacturer’s Warranty

$399.00  $439.00  Save $40.00

2-DAY SHIPPING

Sold & shipped by Walmart  |  Return policy

Avoid unexpected repair costs with a $0 deductible Care Plan

+ Add 3-Year Protection $39.00
+ Add 4-Year Protection $53.00

Qty 1  

Add To Cart

FREE 2-DAY SHIPPING
Arrives by Wednesday, Mar 28
Ship to 10117  |  See shipping options

FREE PICKUP TODAY or available now at
North Bergen, 2100 88th St
See more stores
Customer Reviews
iRobot Roomba 801 Robot Vacuum w/Manufacturer's Warranty

4.3 out of 5

- 5 Stars: 16
- 4 Stars: 3
- 3 Stars: 0
- 2 Stars: 0
- 1 Stars: 3

See all 22 reviews

Awesome vacuum!
by AllTheGood NamesTaken - 6/27/2017
• Eliminate all concerns at once
  Show product name, byline, price, images, delivery options, reviews, stock availability, return policy, technical specs, compatibility, secondary details.
• **Eliminate all concerns at once**

  Display available variations and “estimate shipping” and explain which payment methods you support.
Reviews.
Reviews.
"Online Shopping insights from customer ratings", July 2015.

https://medium.com/@grti710/online-shopping-insights-from-customer-ratings-in-flipkart-amazon-and-snapdeal-6bd75f1cf8f
"Online Shopping insights from customer ratings ", July 2015.
https://medium.com/@grt1710/online-shopping-insights-from-customer-ratings-in-flipkart-amazon-and-snapdeal-6bd75f1c38f
Based on their ratings which of these two products would you purchase?


Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
4.5-star avg., 12 ratings
- 5
62.0% (+4.2 / -4.4)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
5.0-star avg., 2 ratings
- 5
38.0% (+4.4 / -4.2)

Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
4.5-star avg., 57 ratings
- 5
61.0% (+4.3 / -4.5)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
5.0-star avg., 4 ratings
- 5
39.0% (+4.5 / -4.3)

Hunter 51010 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
4.5-star avg., 57 ratings
- 5
53.9% (+4.0 / -4.1)

Hunter 50211 Breeze 42-inch
Fan with Five White Blades...
$90.00 $144.00
5.0-star avg., 5 ratings
- 5
46.1% (+4.1 / -4.0)
**UX Breakdown of Customer Reviews**

Ravi Teja, [https://medium.com/ux-for-india/customer-reviews-should-help-others-take-informed-decisions-and-not-confuse-them-37050f308523](https://medium.com/ux-for-india/customer-reviews-should-help-others-take-informed-decisions-and-not-confuse-them-37050f308523)

---

### Reviews of Moto E (2nd Gen) 3G

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 star</td>
<td>2,713</td>
</tr>
<tr>
<td>4 star</td>
<td>1,875</td>
</tr>
<tr>
<td>3 star</td>
<td>520</td>
</tr>
<tr>
<td>2 star</td>
<td>163</td>
</tr>
<tr>
<td>1 star</td>
<td>682</td>
</tr>
</tbody>
</table>

**Refine reviews**
- Value for Money
- Android Version
- Dual SIM

- 4 and 5 star rated certified buyer reviews
- 1 and 2 star rated certified buyer reviews
- Certified buyer reviews

---

**TOP REVIEWS**

*Top Reviews* lists the most relevant product reviews only. [Show ALL instead?](https://medium.com/ux-for-india/customer-reviews-should-help-others-take-informed-decisions-and-not-confuse-them-37050f308523)

Showing 1-10 of 579 reviews

#### Best Budget Phone, Again

**Sumit Banerjee**

19 Mar 2015

Bought Moto e in july 2014 which is still working perfectly. This made me a huge fan of Moto. Bought Moto E 2015 5 days back. So my points will be based on usage of 5 days.

Build quality of Motorola phone are superb. You will not get better durability and design. Perfect ratio.

Audio quality,, ahhhhh this is the main reason i opted for Moto E again. The call quality is exceptional which is the main feature every smartphone should have. The speakers are

---

micromax canvas xl2 mobile phone

I purchased the micromax xl2 phone. It's a good phone with a 5.5-inch screen. The resolution is qhd and the IPS screen is very nice. The processor and memory are good. The battery backup is 2500mAh, and the phone comes with a good life. Camera is also good. I use this phone a lot, especially for watching videos and playing games. Overall, it's worth the money.
What do you want to buy?

Search

Smartphones  Laptops

Cameras  Speakers

Head / Earphones  ACs
Samsung UE40J6300 40" Smart Curved TV - Black

- New in range for 2015
- Curved - everything looks better with curves
- 1080p Full HD - Sharp, clear picture
- Freeview HD - 60 free channels including 12 in HD
- Smart TV - BBC iPlayer, ITV Player, All 4 & Netflix

5.0 / 5 (4 reviews)
28 July 2015

**Hot point fridge freezer.**

Great item, delivery was super fast and delivery men did an excellent job! It's good and super fast to set up. No problems as yet many thanks

✔ Yes, I recommend this product.
Accordions.
Accordions.
Remember me

Pay $25.00
Belvedere Collection & Kiss by Gustav Klimt
Art from the Middle Ages to the present day
Upper Belvedere
filament group

CHOOSE RANK TYPE

**Named Scale**
This scale is ideal for a small set of qualitative rating levels up to 10 items.

- **Excellent**: 3
- **Good**: 2
- **Poor**: 1

**Numeric Scale**
Description for this type of component goes here and can be as long as needed and wrap too.

- **Worst**: 1
- **Best**: 5

**Number**
For capturing any numeric value, with options to set high or low as better and accept negative values.

- **55**

**Currency**
For capturing a currency, USD or Euros are both supported.

- **$120.75**

**Percentage (%)**
For capturing a percentage from 0-100% in whole integers.

- **84%**

**Upsell Program**
Encourage your staff to sell specific items by assigning point values for ranking.

- **Portehouse Steak**

**Points**
Commonly asked questions

What are my payment options - credit card and/or invoicing?

Our team has several accounts which are not being actively used, but which we don’t want to disable. Do we still have to pay for them?

My team has credits. How do we use them?

We need to add new users to our team. How will that be billed?

My team wants to cancel its subscription. How do we do that? Can we get a refund?
Free

For teams wanting to try out Slack for an unlimited period of time.

Standard

$6.67

For teams and businesses ready to make Slack the hub for their projects and communications.
Experience
join in
Visit us
Design Shop
Conference
[English]

In our new home, we invite you to a dynamic urban space in Copenhagen that connects the city and port. The ultra modern building of glass, steel and large green facades is the framework for a creative and innovative environment in...
Fordele

- Gratis entre til alle udstillinger et år fra købsdato
- 10% rabat i vores café
- 10% rabat i vores designshop
- Medlemskaffe & te
- Spring køen over
- Invitationer til lukkede udstillingsåbninger
- VIP-invitationer til eksklusive arrangementer

Vi er altid klar til at svare på dine spørgsmål om dit DAC Årskort. Spørg, når du besøger DAC, eller send os en mail på community@dac.dk. Vi glæder os til at høre fra dig.
A. Philip Randolph Campus High School
443 West 135th Street, Manhattan NY 10031

School Eligibility:
- Open to all NYC residents
- Round 2 Availability

Admissions Methods:
- Educational Option
- Screened
- Screened Language

School Info

Overview

Performance

Academics

English Language Learners Programs
- English as a New Language; Dual Language: Spanish

Language Courses
<table>
<thead>
<tr>
<th>Avreise</th>
<th>Ankomst</th>
</tr>
</thead>
<tbody>
<tr>
<td>18:24</td>
<td>18:47</td>
</tr>
</tbody>
</table>

- Ikke starter -

<table>
<thead>
<tr>
<th>Minipris</th>
<th>Ordinaer pris</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>93,-</td>
</tr>
</tbody>
</table>

Tilbud om bord

Skjul detaljer

18:24

Oslo S

R11 mot Eidsvoll (23 min)

Spor 11

1 stopp

18:47

Oslo Lufthavn

Din togbillett: kr 93,-

Gå videre
Hvor vil du reise?

Fra
Oslo Sentralstasjon (tog) (Oslo)

Til
Aspelund (Asker)

Nå  🔄 Avgang  🔄 Ankomst

Flere valg  

Finn reise

Velg reise

14:21 – 14:57  36 min
L21 ➔ 250 ➔

14:25 – 15:12  46 min

Velg reise

14:21 – 14:57  36 min
L21 ➔ 250 ➔

14:25 – 15:12  46 min

Flere valg  

Finn reise
Accordion Design Checklist

1. How do you design a category’s title?
2. What icon do you choose to indicate expansion?
3. How do you indicate collapse/expanded states?
4. Where exactly do you place the icon?
5. Should all section be collapsed or open by default?
6. What happens if a user clicks on the category?
7. What happens if a user clicks on empty space?
8. Should expanded section collapse automatically?
9. What if there isn’t enough space to display all items?
10. Should accordion contain a link to category’s main page?
11. Should the user be scrolled to top with expanded accordion?
12. Do you include the “expand all / collapse all” functionality?
13. Do we keep the state of an accordion on reload?
## Expectations

<table>
<thead>
<tr>
<th></th>
<th>Menu Changes</th>
<th>Taken to a New Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEFT</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>RIGHT</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>+ LEFT</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>RIGHT +</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>LEFT</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>RIGHT</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>NO ICON</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>Click Location</td>
<td>LEFT</td>
<td>20%</td>
</tr>
<tr>
<td>---------------</td>
<td>------</td>
<td>-----</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Icon</td>
<td>Task Time</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>-----------</td>
<td></td>
</tr>
<tr>
<td>LEFT</td>
<td>4.0 sec</td>
<td></td>
</tr>
<tr>
<td>RIGHT</td>
<td>4.2 sec</td>
<td></td>
</tr>
<tr>
<td>LEFT+</td>
<td>3.6 sec</td>
<td></td>
</tr>
<tr>
<td>RIGHT+</td>
<td>4.2 sec</td>
<td></td>
</tr>
<tr>
<td>LEFT</td>
<td>4.6 sec</td>
<td></td>
</tr>
<tr>
<td>RIGHT</td>
<td>5.2 sec</td>
<td></td>
</tr>
<tr>
<td>NO ICON</td>
<td>4.0 sec</td>
<td></td>
</tr>
</tbody>
</table>
• All options with icons placed on the right resulted in slower task completion.

• With **icon placed on the right**, users tend to click on the icon — not on the text,
Testing Accordion Menu Designs & Iconography

Clyde's Grocery

- Bakery
- Deli
- Meat
- Pharmacy
- Produce
Push
Music at your fingertips
LEICA S
Medium format - Redefined
A Home of One's Own

Read more about QSO during the 1970s
Accordion Design Checklist

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11. Should the user be scrolled to top with expanded accordion?
12. Do you include the “expand all / collapse all” functionality?
13. Do we keep the state of an accordion on reload?
Summary

- use chevron or plus to indicate expansion
- icon maps well with the direction of expansion
- chevron changes direction (top/down)
- plus changes to close/minus
- place the icon left-aligned or right-aligned
- entire bar should act as expansion
- thumb should be large enough for tapping
- category’s main page is listed in a dropdown
- expanded state could collapse automatically
Carousels.
PKK'nın 'şehir savaş' hesabı tutmadı

Panik telsiz konuşmalara yansıdı

'Çok kötü, çok kötü... Büyük kayıp!'

Flaş! Yollar kapatıldı

Şüpheli araç Zeytinburnu'nda bulundu

TRT'DEN SON DAKİKA ERSUN YANAL İDDİASI!
Minsk - Kiev - Minsk from €139!

For the passengers
About the airline
Services
News
Contacts
Online Check-in
Hoteis Booking

News

"Belavia" increases the frequency of flights between Minsk and Moscow.

On January 20, 2015 "Belavia" will start the sixth daily frequency of flights to Moscow (Domodedovo Airport). Flights will be carried out in the daytime mainly on the new Embraer-190LR aircraft in two-class arrangement.
NO!!!

seriously, you really shouldn't
Carousel Interaction Stats - June 2013 Update
Jul 8th, 2013 | Comments

Carousels continue to be a hot topic. The numbers I posted back in January resulted in quite a bit of discussion. Out of curiosity, I decided to revisit the data now that I have more data to pull from. The following numbers are from January 1 through June 30, 2013. We'll be looking at the same five sites which include ND.edu and four un-named Notre Dame sites.

ND.edu
Feature are not randomized. New items go into position one and typically fall off the end. However, sometimes newer items are pulled out of rotation before older, and other times older items are returned to position one.

- Homepage visits: 3,755,297
- Percentage that clicked a feature: 1.07%

Percentage of total clicks for each position:
- Position 1: 89.1%
- Position 2: 3.1%
- Position 3: 2.4%
$39.00

WAS $140.00
YOU SAVE $101.00

Collar size:
Decays in viewing incremental carousel slides

Exponential decay fit

Slide 1: Swipe 34%, Arrows 29%, Thumbnails 23%
Slide 2: Swipe 29%, Arrows 23%, Thumbnails 17%
Slide 3: Swipe 23%, Arrows 17%, Thumbnails 11%
Slide 4: Swipe 17%, Arrows 11%, Thumbnails 7%
Slide 5: Swipe 11%, Arrows 7%, Thumbnails 4%
Slide 6: Swipe 7%, Arrows 4%, Thumbnails 2%
Slide 7: Swipe 4%, Arrows 2%, Thumbnails 1%
Slide 8: Swipe 2%, Arrows 1%, Thumbnails 1%
Decay in viewing incremental carousel slides — Zoom

\[ y = 0.6337x^{-1.8487} \]

\[ R^2 = 0.9431 \]

Power law decay fit
Decay in viewing incremental carousel slides — Thumbnails

Exponential decay fit

- Slide 1
- Slide 2
- Slide 3
- Slide 4
- Slide 5
- Slide 6
- Slide 7
- Slide 8
Flow Scarfs

Layback goofy footed transfer
birdie Julien Stranger
913
NEUF UN TROIS

2017/3/29 原田寿三様 初瀬相談ショップOPEN!!
Maison Grimaud
La pâte à choux sous toutes ses formes
Growing with Circle

Select a Circle member’s name to hear how Squarespace empowered their professional evolution.
CHOOSE MATERIAL

WOOD
Made of pure oak
$89
THE BEST OF SUMMER

For Him

For Her

100% Satisfaction Guaranteed since 1912

Men's

Women's

Kids'

Footwear

Outdoor Gear

Hunting & Fishing
Matalan folded out the search bar

Before - Search bar not fully exposed

After - Search bar exposed on all pages

+32% Searches on mobile
+51% Searches on tablet
Before:

- Page looks like it ends

After:

- Page looks like it continues

Increase in sales conversion: 52%

Reminder:

- People don’t scroll when...
- Content seems to end due to layout/design

Source: Think with Google case study https://bit.ly/2PerIRx

https://twitter.com/lukew/status/1059889149745000449
usage of handwriting feature and increase in usage of all features

Anna Potanina's talk at Google Conversions, https://www.youtube.com/watch?v=XPH01OGrnQ
Carousel Design Checklist

1. Can we display slides instead of a carousel?
2. How do we indicate current slide?
3. Do we display a slice of upcoming slides?
4. How do we indicate how many slides we have?
5. What happens when user hovers over a slide?
6. What happens when user hovers over the progress indicators?
7. Do we support tap and swipe gestures on mobile?
8. How many items do we display on mobile vs. desktop?
9. Do we use auto-rotation, and how fast will it be?
10. How do we choose the sequence of slides?
11. How large will the carousel be on mobile vs. desktop?
Summary

— choose the sequence of slides carefully,
— most important slides always come first,
— slides shouldn’t rotate too quickly (5–7s),
— auto-rotation should pause on hover,
— auto-rotation should stop on user interaction,
— try to avoid auto-rotation on mobile,
— always support swipe gestures on mobile,
— always show a slice of the following slide,
— auto-detect contrast for arrows/thumbnails,
— provide information scent for available slides,
— works best as image gallery and on product pages.
10 Requirements For Making Home Page Carousels Work For End Users (If Needed)

JULY 6, 2016 • 17 comments

ABOUT THE AUTHOR
Christian Holst is the co-founder of Baymard Institute where he writes bi-weekly articles with their research findings on web usability and e-commerce ...

QUICK SUMMARY Are home page carousels actually helpful to users? Or are they simply popular because they are an easy tool for solving internal discussions in large organizations about who gets to put their banner on the home page? The short answer is that home page carousels can work, but in practice the vast majority of implementations perform poorly with end users.
An Exploration Of Carousel Usage On Mobile E-Commerce Websites

QUICK SUMMARY 💡 Does this title make you skeptical? I would have been too before I saw the research that led to this article. Ask anyone and they’ll tell you that carousels are an anti-pattern. Don’t use them. But maybe it’s not so cut and dry.

DOES THIS TITLE MAKE YOU SKEPTICAL? I WOULD HAVE been too before I saw the research that led to this article. Ask anyone and they’ll tell you that carousels are an anti-pattern. Don’t use them. But maybe it’s not so cut and dry.
Coupons.
Coupons.
Eindhoven to Dublin
Sun 29th Jan 11:05 - 11:55 FR 1965

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Adult fare</td>
<td>€ 149.99</td>
</tr>
<tr>
<td>1 x 1st checked bag</td>
<td>€ 0.00</td>
</tr>
<tr>
<td>1 x Fast Track</td>
<td>€ 0.00</td>
</tr>
<tr>
<td>1 x Free Priority Boarding</td>
<td>€ 0.00</td>
</tr>
<tr>
<td><strong>Seats</strong></td>
<td></td>
</tr>
<tr>
<td>2 x Reserved seats</td>
<td>€ 0.00</td>
</tr>
<tr>
<td><strong>Payment fee</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SMS Fee</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Total to pay</strong></td>
<td>€ 312.10</td>
</tr>
</tbody>
</table>
Most users order products to the same address; hide the billing address and display it inline on click. Exception: B2B, gifting flow.

Eindhoven to Dublin
Sun 29th Jan 11:05 - 11:55 FR 1965

1 x Adult fare € 149.99
1 x 1st checked bag € 0.00
1 x Fast Track € 0.00
1 x Free Priority Boarding € 0.00

Seats
2 x Reserved seats € 0.00

Payment fee € 6.12
SMS Fee € 0.00

Total to pay € 312.10

+ Redeem a voucher / reward
Most users order products to the same address; hide the billing address and display it inline on click. Exception: B2B, gifting flow.

Shipping = Billing By Default

Seats
2 x Reserved seats € 0.00
Payment fee € 6.12
SMS Fee € 0.00

 Redeem a voucher / reward

Before you click redeem, please check your passenger details. If you want to edit your name, please remove the voucher from the basket.

Voucher number
e.g. 1234567890

 Redeem

Total to pay € 312.10
Select a payment method

Your cost could be $0.00 instead of $13.01! Get the Amazon.com Rewards Visa card and you’ll automatically get $50.00 off instantly as a gift card.

Enter how you’d like to pay below, and we’ll save it as an option.

Add a Payment Method

Credit or Debit Cards
Amazon accepts all major credit and debit cards.

- Add a card
  Enter your card information:

  Name on card  Card number  Expiration date

  01  2016

  Add your card

Gift Cards and Promotional Codes

- Enter a gift card or promotional code

Amazon.com Store Card
Access to exclusive financing offers. No annual fee. Zero fraud liability.

Learn more and apply now

Add a bank account
Use your US based checking account. Learn more

- Add a checking account
Deemphasize Coupon Fields

Coupon code input field draw an disproportionate amount of attention. Collapse the field behind a link. They get noticed and understood.
Allow and accept codes where users include *dashed or spaces*, lowercase or uppercase. Random word combinations are better: “42-happy-banana-monkeys”.

**Simplify Coupon Input**
**Digital Adaptation**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book</td>
<td>2 × 29.00€</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>70.84€</td>
</tr>
<tr>
<td>TAXES</td>
<td>6.90€</td>
</tr>
<tr>
<td>SHIPPING</td>
<td>FREE</td>
</tr>
<tr>
<td>PAY BY CARD OR PAYPAL</td>
<td>FREE</td>
</tr>
<tr>
<td>EXP. DELIVERY</td>
<td>AUG 15</td>
</tr>
</tbody>
</table>

**TOTAL EUR** 77.80€

Including 6.90€ in taxes
Digital Adaptation
Book
2 × 29.00€

Cash in!

Oh, that coupon code seems to be... fishy! 😞 Why don't you try, well, FISH instead?

SUBTOTAL 70.84€
TAXES 6.96€
SHIPPING FREE
PAY BY CARD OR PAYPAL FREE
EXP. DELIVERY AUG 15

TOTAL EUR 77.80€
Including 6.96€ in taxes
Digital Adaptation

Book

2 x 29.00€

FISH

You save 1%

SUBTOTAL

70.84€

FISH

-0.78€

TAXES

6.98€

SHIPPING

FREE

PAY BY CARD OR PAYPAL

FREE

EXP. DELIVERY

AUG 15

TOTAL EUR

77.02€

Including 6.98€ in taxes
Seals.
Seals.
Which badge gives you the best sense of trust when paying online?

2,020 responses · US adults · 2017 · baymard.com/research/checkout-usability
People trust consumer-facing brands. Adding visual clues with SSL/trust seals provides a sense of visual robustness. Especially for smaller eCommerce sites.
Security Hints (Often) Help

Also, add reassuring microcopy, a slightly different background, and visual grouping of payment items. *Home-made icons* and *padlock* icon might do the trick, too..
Email.
Email.
Afrekenen als gast

Voornaam

Achternaam

E-mailadres

Bevestig E-mailadres

Wachtwoorden moet uit minstens 6 tekens bestaan en moeten minstens één letter en één cijfer bevatten.

Wachtwoord invoeren

We willen graag contact houden om te horen wat uw behoeften zijn en om u te informeren over producten, diensten, oplossingen, exclusieve aanbiedingen en speciale evenementen. Plaats hieronder een vinkje om contact te houden via e-mail en post.

Er wordt een e-mailbericht naar u gestuurd om uw e-mailadres te verifiëren. Klik op de link in dat e-mailbericht om de verificatie te voltooien.

Account maken
Email verification is unnecessary. Vast majority of users consistently copy/pastes their email when asked to verify it in checkout.
Your order confirmation will be sent to:

editor@smashingmagazine.com

Finish Checkout

Design Systems
Book
1 × $29.00

Ship to:
Gast Gruppenbuchung beyond tellerrand V.Friedman
Maritim proArte Hotel
Friedrichstrasse 151
Berlin
Yay, it worked!

Your reference number is #6a9ad5db.
An order confirmation email has been sent to
smashingmag@gmail.com.

SEND CONFIRMATION TO ANOTHER EMAIL

- Set your password and get an extra $15 discount for next purchases,
- Check delivery times if you're wondering when your order will arrive.
- Get your eBooks (ePUB, Kindle, PDF) in your personal dashboard.
- Get 10% off next purchase with the coupon code IAMSMASHING.

That's it! Contact us at help@smashingmagazine.com any time if you have any questions! You are truly smashing, and you should know that.
Sign in to get started

Spectrum is a place where communities can share, discuss, and grow together. Sign in below to get in on the conversation.

Sign in with Twitter  Sign in with Facebook  Sign in with Google
Password.
Password.
“authentication (sign-in) is one of the biggest reason people don’t return to Web sites”

- 54% quit checkout if they are asked to sign-up
- 92% give up if they don’t remember a password or user name

statistically significant decrease in failed logins

75% won't complete purchase if attempt to recover password while checking out
75% used SHOW to unmask the password
88% unmasked password after entering 1st character
Well, hello there!

We're so glad you're ready to join Simple. This should only take about five minutes. Let's start by creating your account login.

Username: vitaly.friedman
Email address: vitaly@gmail.com

Passphrase:

Use a phrase of four random words (like: pillow jar symbol lift) is secure and easy to remember.

Next

Been here before? Sign in.
• **Limit or eliminate password rules**

Users use two kinds of password: secure, and medium-secure for *everything*. 
Password updated

Your password has been updated successfully.

Get a magic link by email to automatically sign in on your mobile device.

Typing out a proper, secure password on your phone can be a pain (you're using a good strong password, right?). We can take away a little bit of that pain by sending you a magic link that will automatically sign you in to your iOS or Android device.

Open the email on your iPhone, iPad or Android device, click the button and you'll be all set with your new password.

Send me a magic sign in link for my mobile device
• **Link directly to user’s inbox**

Instead of prompting the user to *check their email*, suggest going directly into their inbox.
Yay, it worked!

Your reference number is #6a9ad5db. An order confirmation email has been sent to smashingmag@gmail.com.

SEND CONFIRMATION TO ANOTHER EMAIL

- Set your password and get an extra $15 discount for next purchases,
- Check delivery times if you’re wondering when your order will arrive.
- Get your eBooks (ePUB, Kindle, PDF) in your personal dashboard.
- Get 10% off next purchase with the coupon code IAMSMA SHING.

That’s it! Contact us at help@smashingmagazine.com any time if you have any questions! You are truly smashing, and you should know that.
Set a memorable password

No limits on characters, no rules or requirements. Just pick a password you can easily remember.

Passphrase (e.g. honey-jar-carrot-cake)  SHOW

Set password →
Wrapping Up.
Summary

- display (and explain) final price early on
- ask for country of delivery + currency first
- try load more + infinite scroll, alt: pagination
- all reviews matter; optimal is 4.83
- accept all coupon codes, deemphasize the field
- seals *can* matter, but always test them
- replace country selector with autocomplete
- validate email right before or after purchase
- review page is the most important page
- seek pain points — focus on tackling them first
- see beyond web forms: they are the last resort.
Big Bang
Redesign:
Smashing
Magazine's
Relaunch
Meow!
@smashingmag