

THE STATE OF UX 2019

ELECTRONICS

With high street stores struggling and large, established chains closing down, an online presence is more important than ever.

One of the mistakes often made by large businesses is overestimating their customers loyalty, and not responding to evolving buying behaviours. More often than not, they put the majority of their resources into physical stores and neglect their online presence. We also find that people will assume that they should copy another site because of who the brands are. Where in some cases they do things very well, there are also things that they do very wrong.

In this series of reports, we will be looking at some of the biggest brand names and picking out what they do well, and what they don't. This first report will be looking at well known Electronics e-Commerce sites. This is by no means an exhaustive list, but a high level overview of how they measure up.

Why could big brands be wrong?

One classic example is Amazon - and in this instance, they do a lot very well. However, as a result of sustained growth, they have to be careful when it comes to making major changes to their site. The advantage Amazon has, is that they're able to benefit from users progressing through their site based off of familiarity, more than good user experience (UX). If you asked Amazon to redesign from scratch today, we're sure that it would look very different.

Users that feel a particular connection to a brand (whether that be through brand status, or past experiences) are far more likely to persevere with that brand - regardless of a terrible experience - and not show negative feelings in doing so. This however, is not the case on an unfamiliar site where the user lacks any loyalty to the brand in question.

What are the most important things on your site?

This is a tough question to answer. It largely depends on the type of business, product or service type, customer persona and many, many other factors. There are, however, some common areas most likely to cause friction These include:

Site structure

Keeping the structure of your site as flat as possible increases the likelihood of users reaching more pages. Ideally, no page on your site should be any more than three or four clicks off of your main navigation.

Search

Users will often visit your site to find something in particular, so offering a search function is crucial to optimise their user experience. But offering a site search alone still won't deliver a great experience. Search suggestions, related terms and search results formatting though, will all contribute to a positive or negative experience of your site.

General page structure

Making the key information on your site as easy to understand as possible, and the CTA (Call To Action) immediately identifiable is crucial in terms of your conversions. We often find pages have been designed to satisfy stakeholders across the business, or have become over-complicated through a legacy of natural growth and evolution. This is all understandable, but could be affecting the conversions on your site.

Tone of voice

The tone of voice and language used on your site can have a huge impact on your conversions. This will come down to understanding your customers and using language they can respond to and understanding where they are in the buying process. For example, at the start of the funnel, a softer approach may be a better approach than a hard sell to encourage engagement. However, the further we go down the funnel, more of a sense of urgency could really help nurture users through the process.

Large blocks of copy

Users attention spans are short and they don't want to spend a lot of time reading content. This has been proven time and time again, no more so than in our own testing across lots of different sectors. Large copy is often a result of stakeholders all wanting their messages being put in front of customers, but this is often ignored and users are largely dismissive, or even put off on engaging with your site.

Too little information

In contrast to the above, it's just as dangerous to not show enough information. This can be a result of aesthetic preference or an assumption that your customers know more about you than they actually do. Ultimately, it's about delivering what is important to the user (what will really help them convert) and what is needed for compliance; anything else is secondary. Once you've found this balance, design the content to make it engaging and interesting - unconsidered presentation doesn't encourage engagement and will reflect poorly on your brand.

Checkout flow

One of the most important areas of your site is definitely the checkout. If a user has reached your checkout funnel, there is clearly some commitment to buy so a high number of abandonments here suggests there are definitely issues.

The most common reasons for abandonment are*:

Reveal of additional costs (shipping, tax, fees etc)	(55%)
Forcing the user to create an account	(34%)
Checkout process too long	(26%)
Unable to see the total cost upfront	(21%)
Concerns around site security	(17%)
Website errors	(17%)
Delivery too slow	(16%)
Returns policy was unsatisfactory	(11%)
Not enough payment methods	(6%)
Credit card was declined (4%)	

*Source: Baymard Institute

I should state that your abandonments will NEVER be zero, but there are things you can do to minimise this figure.

Site performance

As mentioned earlier, users are impatient and don't want to waste time waiting for pages to load, so optimising the performance is key to helping users convert. Whether that's the imagery on your site, or the number of plugins, scripts and APIs (Application Programming Interface), all these affect site performance.

A Google study found:

Pinterest increased search engine traffic and sign-ups by **15%** when they reduced perceived wait times by **40%**.

COOK increased conversions by **7%**, decreased bounce rates by **7%**, and increased pages per session by 10% when they reduced average page load time by **850 milliseconds**.

The **BBC** found they lost an additional **10%** of users for every additional second their site took to load.

DoubleClick by Google found **53%** of mobile site visits were abandoned if a page took longer than **3 seconds** to load.

And it's not just about abandonments, it's also about customer retention rates and SEO. **79%** of customers who report dissatisfaction with site performance are less likely to buy from that business again.

*Source: MachMetrics

Accessibility

Ensuring your site is fully accessible to all users regardless of visual impairments or disability not only maximises your market, but improves SEO and customer retention. A few of the key things (but certainly not comprehensive) to consider when looking at accessibility includes:

Font sizes aren't too small

Ensuring all images contain alt tags

High contrast of colour for text and CTAs

Meaningful order of content

Ensure keyboard focus is clear

Consistency across the site

So where this is a good starting point, it's important to know what [level of accessibility](#) you require. There are 3 main levels in the form of A (being the lowest level), AA and AAA (the maximum) covering requirements for content, design and code. In most cases, we would advise you to strive for AA at a minimum, but it comes down to business priorities and objectives.

Poor mobile experience

Mobile first is an expression thrown around a lot nowadays, however there are a number of ways you can tackle this approach. The most common approach is to design purely for mobile, and simply scale up the page for desktop. In some instances this works well, however you shouldn't be compromising your desktop experience, if 80% of your traffic is desktop. So you need to consider the devices used by your customers, and which is driving the most revenue to your business.

With that said, we hope you enjoy this high level UX report for Electronics, and if you want a more comprehensive review on your own site, get in touch with the Space Between team who would love to hear from you.

How have these been scored?

The scores have been generated from over 100 factors spanning everything from the homepage, to PDP (Product Description Page) and Checkout. This ensures we can give a fair, equal assessment of all the sites.



Founded **1994** | Est. monthly users **2.4b** | Est. page views per user **8.61** | Est. time on site **6m 0s** | Est. bounce rate **40.83%**

The things we love

Cookies HOME DESKTOP

Remembering a users browsing history increases the value of pushing related products as they've already registered an interest in that category. This makes it easier to nurture a warm sales lead, rather than a cold sales push.

Up-sell HOME DESKTOP

The push of related products at the bottom of pages works well, as does the behaviour of fellow buyers.

Prime HOME DESKTOP

Prime is very obvious on the site and draws your attention. Given the fact most customers are returning customers, this familiarity draws confidence in their buying decision.

Registering HOME DESKTOP

Consolidating the registration in to a single experience is great. 2 fields, 2 radio buttons and a CTA - Existing user or new user.

Quick links in the menu HOME MOBILE

The menu provides permanent links to your orders and lists that have clearly been identified as areas that receive a lot of traffic.

Geo-location HOME DESKTOP MOBILE

The use of geo-location services also provides the perception they are talking to you and not everyone - this sets a precedent for their whole experience.

Simple product cards HOME MOBILE

The cards simple to digest and allows you to digest the information quickly. The CTAs are much more obvious than on desktop.

Large(ish) images PLP MOBILE

When shopping online the user can't touch, so you need to show as much detail of the product as possible. Make sure the user feels like they know exactly what they're getting. Detailed images make a huge difference in the users emotional pull on the product. Needless to say this will be product dependent - no-one will have an emotional attachment to the batteries you've just ordered!

Options PLP DESKTOP

The inclusion of the various options for that product up-front ensures they user they can get exactly what they want.

Fast delivery option PLP DESKTOP

A time-sensitive fast delivery option urges users to make quicker decision and even encourages impulse buying.

Customer Q&A PDP DESKTOP

Interaction with real customers makes users feel like they're getting genuine answers rather than a sales pitch. This also lightens the load on support teams.

Reviews and user photos PDP DESKTOP

Displaying of product reviews aid the purchasing decision and give buyer confidence.

Nice upsell PDP DESKTOP MOBILE

The related products are done very well here, given the fact it's based on if you've bought this, there's a chance you'll also need this to make it work. This is largely compromised with other products and ads however.

One-click ordering PDP DESKTOP MOBILE

The easiest possible way to buy with a single click - this undoubtedly makes shopping easier and encourages the user to make more impulsive purchases, knowing they don't have to go through a checkout process.

Two-click ordering CHECKOUT DESKTOP

Even if 1 click is not activated, a simple 2 screen process for users to review order and confirm purchase. The triggered email confirmation also provides reassurance their order has been received.

Soft up-sell CHECKOUT DESKTOP

The highlighting again of other products works well here, specifically on the confirmation page. That way you have already received the order and the user is free to then continue shopping.

Checkout flow CHECKOUT MOBILE

The real estate on mobile has forced Amazon to simplify their checkout User Experience.

Search suggestions SEARCH DESKTOP MOBILE

The search bar provides immediate suggestions based on user input and a link to the category it lives in which is great for discoverability.

Prime and availability is clear SEARCH DESKTOP MOBILE

Prime products are clearly marked as is availability in the search results - the opportunity for shoppers to get their hands on products faster, encourages them to purchase. This is one of the various key hurdles about shopping online - buying the product and 'taking it home' straight away.

Quick access to Prime SEARCH DESKTOP MOBILE

The mobile search results provide a really quick and obvious filter for all Prime products. This encourages non-prime users to register for a faster service.



The things we don't

Clutter HOME DESKTOP

The Amazon homepage (in fact the whole site) has so many links the CTA is very easy to miss. A humans cognition will only go so far before getting frustrated and blanking things out.

Ads ads ads ads HOME DESKTOP

Amazon gains a great deal of revenue from ad space so it's not surprising to see this. However, there are constant pulls that take you out of the buying journey. It's like a Sales Assistant following you around a shop saying "What about this? Where are you going? This is nice!"

Crazy UI HOME DESKTOP

Lack of padding/white space almost merges everything together, adding to point 1. But the lack of a consistent pattern makes the site uncomfortable.

A lack of focus HOME DESKTOP

Although the cards are improved from desktop, there is a lack of focus in what they want the user to do.

Even more ads HOME DESKTOP

Amazon try to cram as much content in to the white space as possible. Even to the right of the search bar, they've shortened the search field just to fit in a small advert.

Sliders HOME DESKTOP MOBILE

Sliders are widely overused on the this page. The purpose will be to fit as many products on as possible, however it's proven that any more than 3 frames in to a slider are rarely seen.

Too much content HOME DESKTOP MOBILE

The length of the product titles alone contain too much information, reducing the ability to scan quickly. Albeit this is user controlled, there should be parameters in place to restrict it.

The filter PLP DESKTOP

I'm aware this is also in the good, but the addition of backlinks also confuses the purpose of it. This now doubles up as a menu and doesn't focus on it's primary purpose filtering the list.

Filter-less? PLP MOBILE

The use of the filter appears inconsistent on these pages depending on the product. This provides a disjointed UX. When the filter is there, it doesn't provide the same options as on the desktop experience.

Irrelevant content PDP DESKTOP MOBILE

The bottom of the screen displays recently browsed content or promotions completely unrelated to the search. This is very distracting to a user when looking for something completely different, and breaks their buying focus.

Confusing filter PDP DESKTOP MOBILE

The mobile filter slides over to a full screen option. This in itself is fine and actually a good experience. What isn't so good, is the inability to navigate it. There are multiple levels of the filter where you can choose department, brands or numerous other options. However, there is no way back to the root filter - clicking back in the corner returns to the main lister page, meaning you have to enter the filter again in order to change it.

Disorganised layout PDP DESKTOP

There doesn't appear to be a consistent layout on scroll, so there is no natural way for the users eye to navigate the page. The CTA is also very separate from the rest of the product options and detail.

Poor UI PDP DESKTOP

Unstyled dropdowns, small font size and lack of visual hierarchy makes it it hard to extract the information you need or the actions to take.

Still lack of focus PDP MOBILE

The number of CTAs is unbelievable on this page (I used an HDMI cable as an example) given the fact it's an optimised experience. I stopped counting at 200! This is just information overload to a buyer.

Ads above the fold PDP DESKTOP

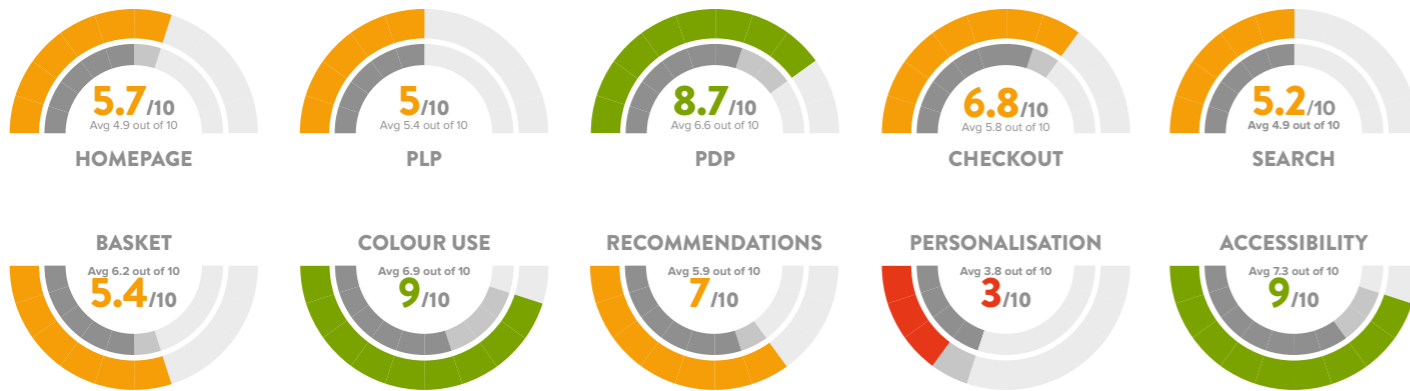
This is even crazier on mobile where real estate is limited.

Clutter PDP DESKTOP

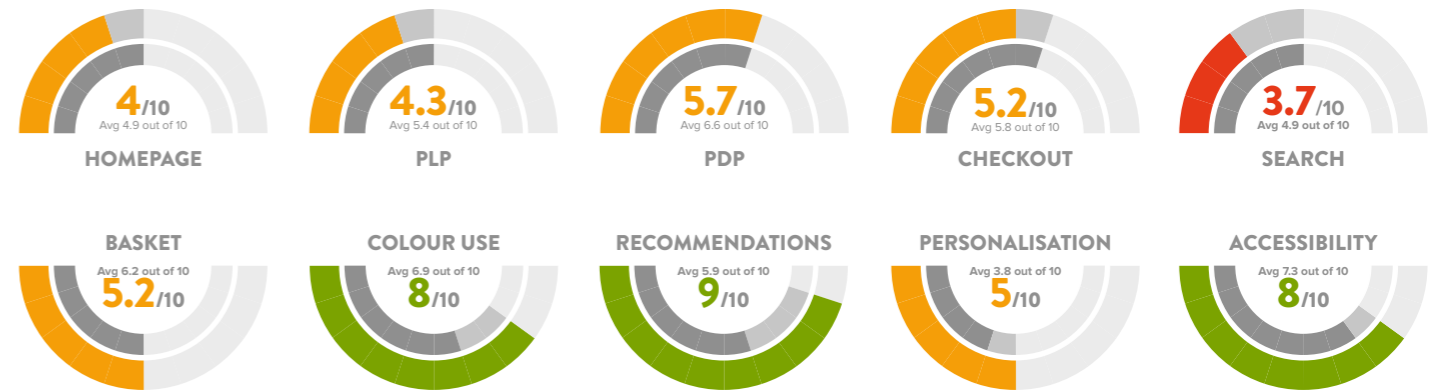
This is a theme across the whole of the Amazon site - there is a lot of visual distraction in all their journeys rather than focussing on conversion. They're only able to do this given their domination in the e-commerce space when they started well, before becoming somewhat lackadaisical.

Too much content SEARCH DESKTOP

The search results provide a lot of information making it difficult to scan at a glance, especially the product titles. In one search for a



Founded 1884 | Est. monthly users 17.6m | Est. page views per user 4.76 | Est. time on site 4m 34s | Est. bounce rate 44.95%



Founded 2003 | Est. monthly users 5.87m | Est. page views per user 2.65 | Est. time on site 3m 25s | Est. bounce rate 54.57%

The things we love

- Prominent search bar** (HOME, DESKTOP) - The search bar position is well positioned for users that know what it is they're looking for. This reduces the user journey and eases conversion.
- Search suggestions and fuzzy search** (HOME, DESKTOP) - Search proactively serves up search suggestions and delivers relevant results on slightly misspelled words.
- Large categories touchpoints** (HOME, MOBILE) - Unlike the desktop, the Featured Categories are very easy to identify on the mobile homepage.
- Full screen menu** (HOME, MOBILE) - The menu on mobile expands full screen - maximising the size of the touch points, for more higher interaction success rates.
- Collapsible filters** (PLP, DESKTOP) - The ability to hide some of the filters enables the user to quickly filter by the things that are important to them.
- Cross-sell** (PLP, DESKTOP, MOBILE) - The cross-sell on related searches works very well on this page, encouraging multi-item purchases.
- Availability checker on search results** (PLP, DESKTOP, MOBILE) - As part of the filter there is the option to check availability in terms of delivery, same-day collection or next day collection.
- Product comparison** (PLP, DESKTOP) - The product comparison easily accessible on desktop, displaying results in a simple, easy to understand way.
- Delivery options on PDP** (PDP, DESKTOP) - Currys provide delivery options and prices directly on the PDP, making it extremely easy for users to understand exactly how quickly they can receive their purchase.
- Active comparison available on click-through** (PDP, DESKTOP) - When a user clicks through from the comparison page, the other products are still accessible from a sticky footer for fast navigation.

The things we don't

- Distractions and noise** (HOME, DESKTOP) - The homepage contains a lot of elements, all contained within boxes and montage images, ads and navigation items that don't look clickable.
- Calls To Action** (HOME, DESKTOP) - The CTAs are sometimes hard to identify with a mixture of text, image and ghost buttons - none of which provide an obvious action.
- Carousel** (HOME, MOBILE) - The mobile homepage has a carousel with 5 items. It's proven that a user rarely gets beyond the third frame of any website carousel.
- Too much animation** (HOME, MOBILE) - In addition to the product carousel, there is also a messaging carousel above it that also changes at a different speed.
- Side-scroll** (HOME, MOBILE) - There are 3 rows of side-scrollable items which hides some important areas of the site.
- Full image banners** (HOME, DESKTOP, MOBILE) - In multiple instances across the site, full image banners have been used to promote products. This provides a noticeably lower quality image on the site and doesn't help SEO.
- Value banners** (PLP, DESKTOP) - Despite having clear value banners on the homepage (free delivery etc), the PLP uses image-based banners which are pixelated and much lower quality.
- Chat window positioning** (PLP, DESKTOP) - The 'live chat' window is in the bottom-left, which is unorthodox as it is, but when you click on it the window appears on the other side of the browser.
- Display options** (PLP, DESKTOP, MOBILE) - It isn't immediately obvious which of the display options is active.

The things we love

- CTA colour** (HOME, DESKTOP, MOBILE) - The preservation of the main CTA colour across the site makes it easy to identify when scanning the pages.
- White space** (HOME, DESKTOP, MOBILE) - The use of white space across the site allows for increased readability and allows the user to navigate the site faster.
- Access to B2B** (HOME, DESKTOP) - The fast access to the B2B side of the business provides a quick way to easily differentiate your content for each audience.
- Product selection wizard** (PLP, DESKTOP, MOBILE) - The product selection wizard is really useful and displayed in a simple format. This works really well for those who aren't as tech savvy or aren't sure of which data plan they need.
- Sticky CTA** (PDP, DESKTOP, MOBILE) - On-scroll users have an immediate click-through to the next stage of the funnel (Plans and Bundles). This is a good way to nurture users through the process quickly.
- Clear delivery dates** (PDP, DESKTOP, MOBILE) - Free delivery dates are clearly shown under the main CTA, reassuring the user on how quickly they can receive their purchase.

The things we don't

- Menu animation speed** (HOME, DESKTOP) - The animation on the menu is very slow, making it frustrating when looking for something.
- Broken frames** (HOME, MOBILE) - The second banner on the carousel has been left broken with all the content overlaying each other. Leaving elements unfixed reflects badly on the business and will deflect potential engagement.
- Too many sticky elements on-screen** (PLP, MOBILE) - At the bottom of the PLP there are links to feedback, live chat, Product selection helper and a callback form. Not only this, the live chat pops up a message encouraging you to interact. This is far too much activity for someone browsing the site.
- Jump-off to accessories** (PDP, DESKTOP, MOBILE) - When choosing Accessories on the site, you enter what appears to be a separate site, with different design and colour use in another tab. This provides a jarring and potentially untrustworthy experience.



Founded **2010** | Est. monthly users **3.8m** | Est. page views per user **3.35** | Est. time on site **3m 32s** | Est. bounce rate **47.76%**

The things we love

Easy to access Consumer and Business HOME DESKTOP
On first landing, the quick access to the consumer and business arms provides a simple choice to the user without wasting time.

Clear hero product HOME DESKTOP MOBILE
The uncluttered format with a clear hero product of the homepage provides an easy-to-read page, and makes it easy for users to find the alternative links quickly if not relevant.

Prominent search HOME DESKTOP
Search is easy to find on the site, and the dimming of the rest of the page on focus, helps the user focus their attention on the right area.

Search micro-animation HOME MOBILE
On selection, the search bar takes over the main menu and provides a fast, subtle animation as it comes in to view. This constant feedback to users helps guide their experience across the site.

Menu HOME MOBILE
The menu on mobile is clean and easy to digest quickly. The touch points are large enough to reduce the risk of incorrect input and focusses on getting users to where they want quickly, rather than overcomplicating the experience.

Simple card design PLP DESKTOP MOBILE
The card design makes it easy to see the image, price and related offers, with enough white space to not compete with each other.

Accordion filters PLP DESKTOP
The collapsible filter makes it easy to focus on the things that are most important to you in the list, whilst also providing a nod as to how many products are available within that filter.

The things we don't

Constant prompts to login HOME DESKTOP MOBILE
It's a helpful nudge sometimes for a site to help prompt you to log in, however as a non-customer, a constant prompt (more so after already dismissing the message), is more annoying than it is helpful.

Clear offers and deals PLP DESKTOP MOBILE
The collapsible filter makes it easy to focus on the things that are most important to you in the list.

Filter not available on mobile PLP MOBILE
Rather than address the design challenge of filters on mobile, they have just decided to omit this feature altogether.

Features tab looks inconsistent PDP DESKTOP
This tab appears to be a space provided to manufacturers to populate with their own code. The problem with this however is that all the tabs look different when viewing other devices, and harder for the user to have a consistent reading experience.

Plans format PDP DESKTOP MOBILE
The plans contain a lot of duplication and are difficult to quickly pull out the main differentiators. This also means they partially hide some of the plans as they won't fit on the screen without excessive scroll. This is worsened on mobile, when only one is shown by default - others only being visible on expansion.

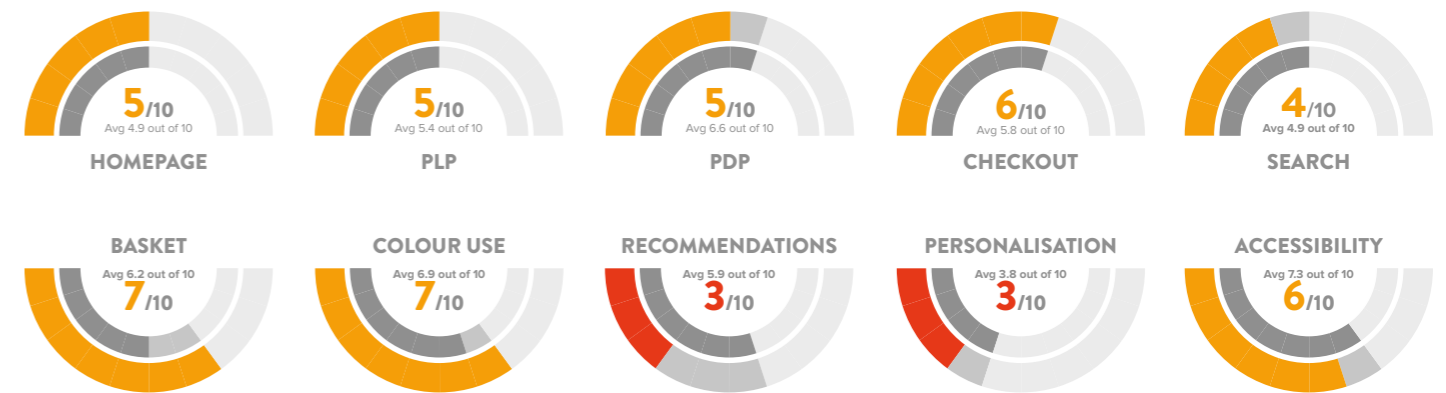
Lack of structure PDP DESKTOP
The content structuring on the PDP pages with a mixed grid use in the top third of the screen without clear separation. This makes for difficult viewing and comprehension.

Unable to zoom in on small imagery PDP DESKTOP
The desktop photos are relatively small and the lack of ability to zoom in to the image can have a detrimental impact on the purchasing decision.

No CTA on landing PDP MOBILE
You have to scroll quite a way down the page to get to the first CTA on a mobile device.

CTA color compromised CHECKOUT DESKTOP MOBILE
The main CTA colour matches that of the header, meaning it doesn't have as much stand out.

GAME



Founded **1991** | Est. monthly users **5.5m** | Est. page views per user **4.85** | Est. time on site **2m 53s** | Est. bounce rate **41.64%**

The things we love

Prominent search HOME DESKTOP
The search is part of the header making it immediately accessible wherever you are on the site.

Comprehensive filter PLP MOBILE
There is a comprehensive filter, some of which can be conveniently closed for easier viewing.

Clear CTAs PLP DESKTOP
CTAs are clear on this stage and colours have been preserved for New and Pre-owned options.

Offer labels PLP DESKTOP
Special offers are clearly labelled and easy to recognise without having to read any detail.

Clear urgency messaging PDP CHECKOUT DESKTOP
Messaging prompting for next day delivery is a helpful way to encourage users to progress with their purchase, without procrastinating.

Enlarged imagery and video PDP DESKTOP
The inclusion of enlarged imagery and video provides users further incentive to make a purchase.

Fast upsell PDP DESKTOP MOBILE
The upsell messaging is clear with simple one-click add to basket functionality for impulsive buying.

Guest checkout CHECKOUT DESKTOP MOBILE
The guest checkout option is a really important feature for users that don't wish to go through a registration process.

Clear CTA CHECKOUT DESKTOP MOBILE
The Save and Proceed CTA is the clearest asset on the page making it easy for the user to understand how to progress.

The things we don't

Double carousel HOME DESKTOP MOBILE
The double carousel on the homepage creates unnecessary movement on the page, and both automatically progress at different speeds.

Clutter everywhere HOME MOBILE
The top half of the homepage appears to be the result of all stakeholders wanting something on view on landing. This has resulted in a hot mess of animation, multi-coloured buttons and chat functions.

Unclear CTAs HOME DESKTOP MOBILE
The black and white CTAs are not clear here as they almost blend in to the backgrounds and images they sit on.

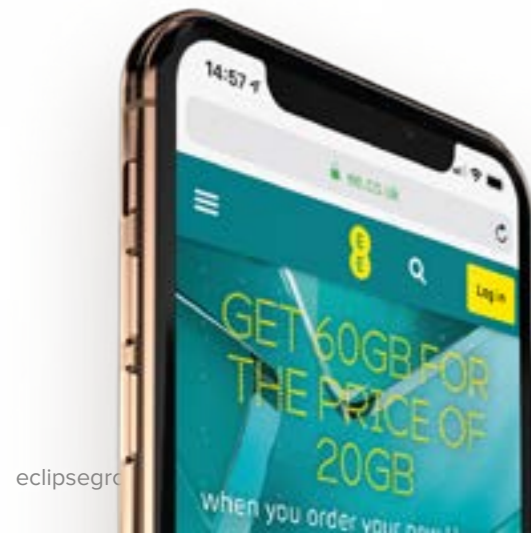
Text in imagery HOME DESKTOP MOBILE
Many of the CTAs are actually part of the image of the game. Not only does this have a negative effect on accessibility, but also reduces the page performance overall.

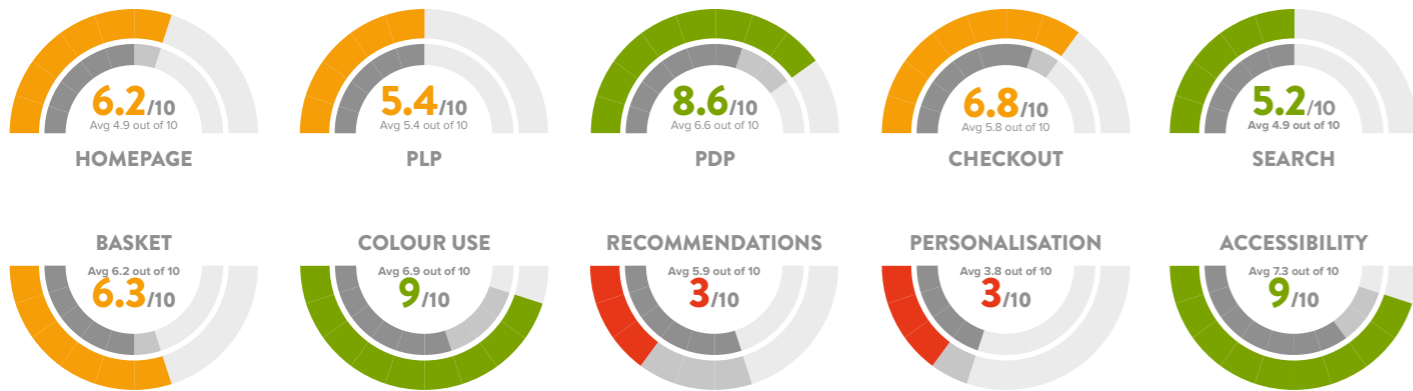
Sticky header depth HOME MOBILE
The sticky header on mobile is huge and compromises the use of the screen, especially when one of those sticky elements is also animated.

Tabs are undesigned PDP DESKTOP MOBILE
The content in the tabs have not been designed to be engaging and conversion-focussed. These should also sit above the upsell which currently sits in the middle of the description and the main CTA.

Right side bar is too cluttered PDP DESKTOP
The right sidebar also contains upsell messaging, however this is too overpowering and compromises the main objective of the page is to get the user converting.

Confirm email CHECKOUT DESKTOP MOBILE
The early stages of the checkout ask the user to confirm their email after just entering it. This is incredibly annoying when you want to make a purchase when you're having to repeat the same action.





Founded 1976	Est. monthly users 511.5m	Est. page views per user 3.36	Est. time on site 3m 25s	Est. bounce rate 55.79%
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The things we love

The nav bar HOME DESKTOP

The navigation bar is small - there's no doubt about it, but it's very easy to scan and find what it is you're looking for. The search bar is also a great feature in here - the subtle micro-animation of the nav items and expanding search bar shows attention to detail.

The product is king HOME DESKTOP

As soon as you land on the website, the user is presented huge hi-res, well-lit product photography. The imagery is impactful and immediately tells you what they're about.

It's all obvious HOME DESKTOP

The large headers are clear for all to see and accessible to all. The lack of detail on the page is intentional to drive users in to the product detail page. Each product only has 1 or 2 CTAs that clearly stand out by themselves.

Custom mobile images HOME MOBILE

Scaling an image from desktop to mobile is always a compromise, so instead they serve up a mobile-specific image that has been specially designed for smaller screens. This increases impact and provides a significantly better experience on the page.

Full screen menu HOME MOBILE

Clicking on the menu provides a full screen navigation, removing all other distractions.

Footer accordions HOME MOBILE

With all the content required in the footer, the use of accordions makes it easy to find the content you're looking for quickly.

Large, endearing imagery PLP DESKTOP MOBILE

Professional lighting and limited use of colour around the images naturally draws your eye to the product.

Minimalism PLP DESKTOP MOBILE

The level of focus is clear - few words, large images, bold text. Users can digest content quickly and get to where they want to go with minimal interference.

Readability PLP DESKTOP MOBILE

The use of the large text and contrasting colours make the page very easy to read, or navigate to areas of the page that you care about whilst ignoring the areas you don't.

Sticky header PDP DESKTOP MOBILE

The sticky header works really well on this page, making the key 'Buy now' CTA visible at all times, regardless of where they are on the page. This also removes the need to repeat the CTA multiple times down the page, making the user look for it.

Micro-animations PDP DESKTOP MOBILE

The use of animation on these pages are mostly done very well and encourages the user to scroll down the page. It also maximises the use of real estate on the page, by overlapping text and image, without obscuring either one.

Product comparison PDP DESKTOP

The product comparison feature is easy to use and incorporates quick-access sticky elements on scroll.

Alignment with desktop PDP DESKTOP

The mobile experience is very closely aligned with the desktop experience, with a few exceptions on some modules that have clearly been designed for mobile specifically. This provides a consistent UX, regardless of the device being used.

CTA colour PDP DESKTOP MOBILE

The CTA is its own, independent colour, making it really easy to identify.

Finance availability highlighted CHECKOUT DESKTOP MOBILE

The financing options are available directly above the CTA, reassuring the user there are payment plans available.

Configuration options CHECKOUT DESKTOP MOBILE

As you configure your product, it's very easy to see how much each customisation costs from the part, to the overall price.

Sticky footer CHECKOUT DESKTOP MOBILE

The sticky footer provides quick access to the running total, availability and 'live chat'. This is all designed to help the user to convert.

Cross-sell position CHECKOUT DESKTOP MOBILE

The upsell appears AFTER the configuration. This works much better for the buying journey as user will have already customised their product which is the primary focus.

Quick links SEARCH DESKTOP MOBILE

Activating search presents some quick links in to the site. This is especially useful for directing people to popular/more specific areas of the site. This could be further enhanced by having the links change based on the users behaviour.

Tabbed results SEARCH DESKTOP MOBILE

On load, search results are broken in to tabs - product, accessories, support and store. This is a nice way to break multiple results in to smaller, more relevant choices.

The things we don't

Footer font size HOME MOBILE

The size of the font in the footer is very small and the size of the touch areas are questionable.

No clear store locator HOME DESKTOP MOBILE

Given the money invested in their physical retail stores, it's surprising to find the store locator hidden deep in the footer.

CTA hierarchy PLP DESKTOP MOBILE

Whilst the CTAs are clear with plenty of white space, there is no weighting difference between the 'Learn more' and the 'Buy now' functions. Where it would be great for users to be inclined to buy from here, a more descriptive CTA such as 'Customise my mac' may be a softer way to lure people in.

Slow animation PDP DESKTOP MOBILE

The iMac Pro page in this instance has some awesome animation, but it's very slow and prevents users from scrolling at their own pace.

Smaller typography PDP DESKTOP MOBILE

On this same page, some of the copy is also very small which is a big contrast to some of their other pages on the site.

The small print PDP DESKTOP MOBILE

I'm sure this is intentional, however the size and lack of contrast on the small print makes it very difficult to read.

CTA size PDP MOBILE

The CTA in the sticky header is very small. This could easily have been made bigger without deepening the sticky header, but the limited touch size on the screen could make it header for the user to hit first time.

Product comparison PDP MOBILE

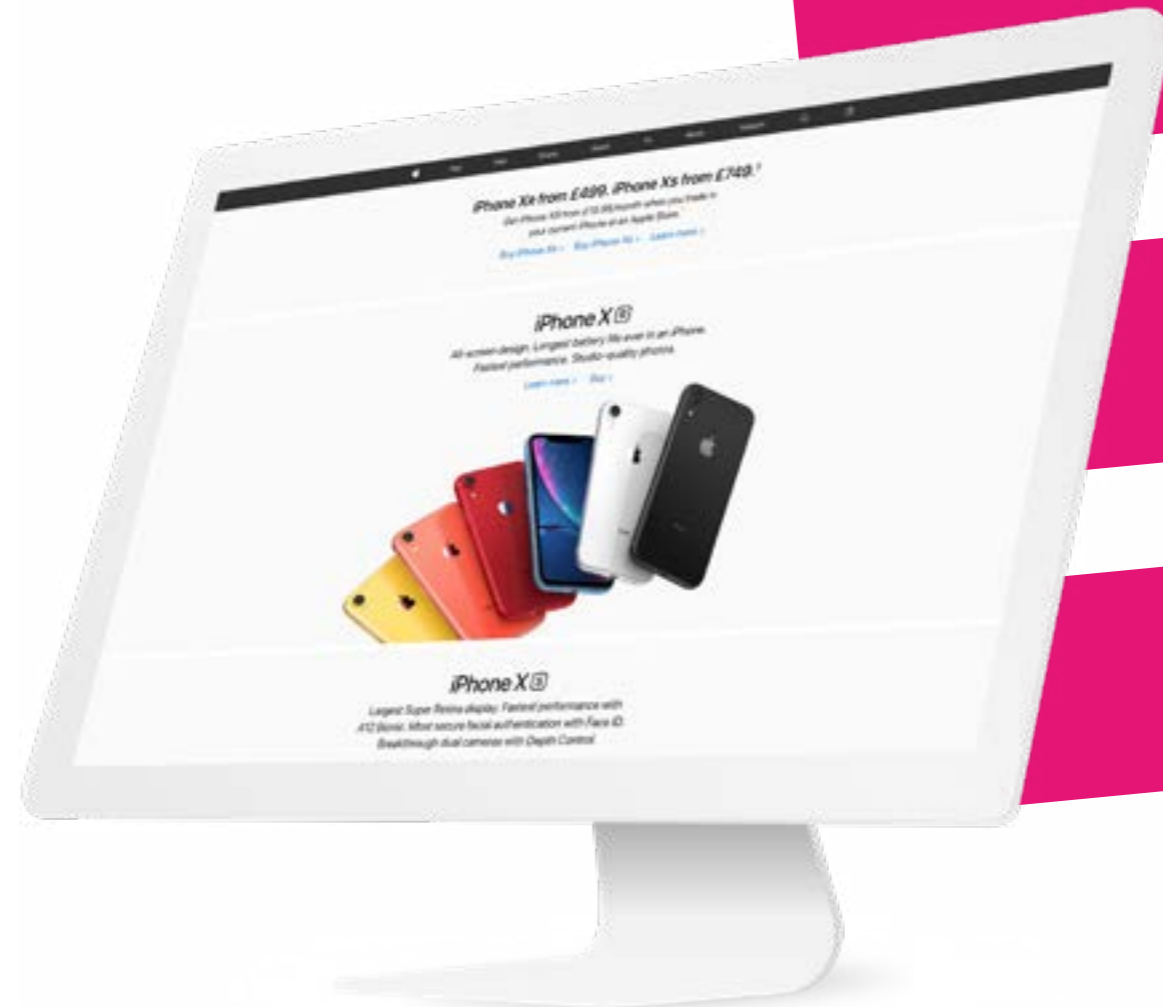
Where I mentioned how well this worked on desktop, it's a different story on mobile. The lack of the product name on the sticky nav means it's more likely you will forget which products you're comparing, or which way round they are.

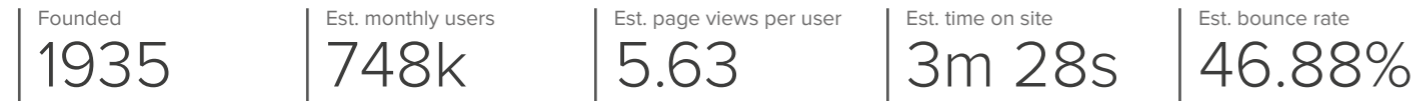
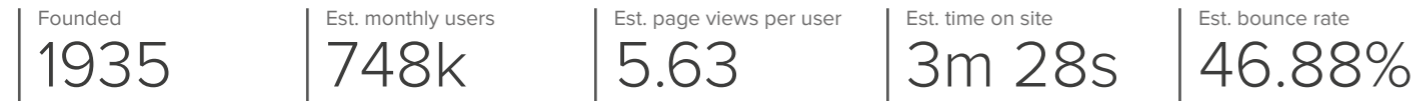
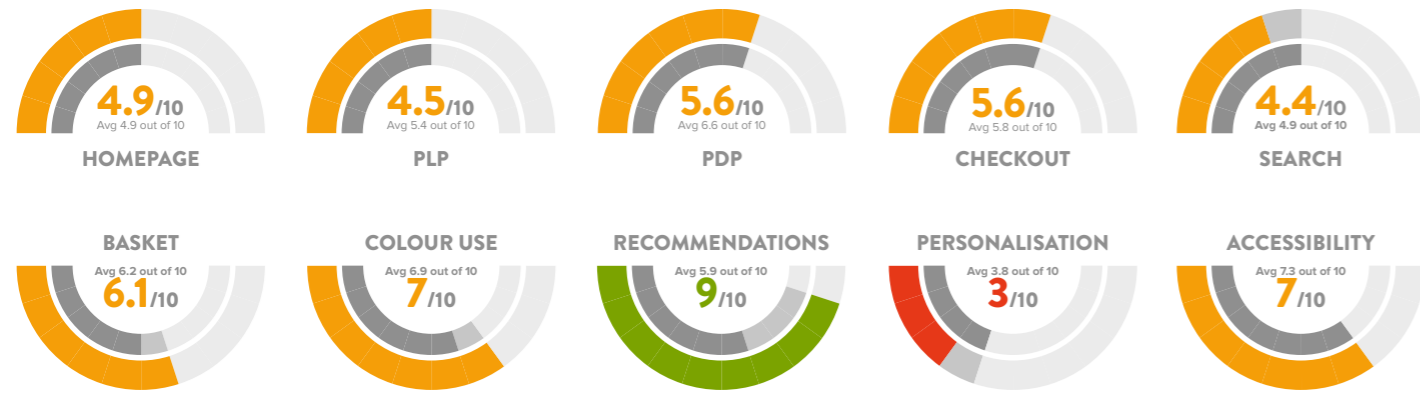
CTA not visible straight away CHECKOUT MOBILE

The CTA to enter the main checkout isn't visible straight away. The image above the summary pushes this down meaning you have to scroll to access it.

Review page CHECKOUT MOBILE

The review page puts more focus on the upsell, rather than the conversion by hiding some of the product details, to bring the upsell messages higher.





The things we love

White space HOME DESKTOP

Each element on the page has a good amount of white space to make it easy to read quickly.

Newsletter signup HOME DESKTOP MOBILE

The newsletter signup is clear, well presented and unobtrusive to the purchasing journey on the page.

Quick search and sign-up access HOME DESKTOP MOBILE

The quick access to a search function at the top of the page makes it easy to engage with the site without much thought.

Clear pricing PLP DESKTOP MOBILE

Product pricing is very clear and easy to understand.

CTAs are instantly recognisable PLP DESKTOP MOBILE

The CTAs are the clearest asset on the screen and draws users attention to it.

Nice product finder PLP DESKTOP MOBILE

The product finder wizard is nice here, although could be improved by having the ability to select multiple items.

Content hierarchy PDP DESKTOP MOBILE

Hierarchy is very well considered on this screen, from the price, imagery, offers and CTAs. The page is organised and easy to understand.

Expert reviews PDP DESKTOP MOBILE

The inclusion of expert reviews is a great way to get a closer look at the product with advice for those who are undecided.

Clear upsell PDP DESKTOP MOBILE

Upsell is also well presented here that include CTAs that add both items to the basket, reducing the effort on the user.

Clear imagery PDP DESKTOP MOBILE

Imagery is well shot, clear and can be enlarged on the PDP (somewhat important given the subject matter). This provides a great representation of the product.

Sticky CTA PDP MOBILE

The PDP also contains a sticky CTA on mobile, meaning the user can see both the price and a button to checkout, wherever they may be on the page.

Basket details CHECKOUT DESKTOP

The basket uses very light touch colours except on the CTAs, providing a clear route for the user to progress. Stock availability is highlighted right by the product for reassurance.

The things we don't

Automatic carousel HOME DESKTOP MOBILE

The auto progression of the homepage carousel is distracting and has a negative effect on the site UX.

Best offers link HOME DESKTOP MOBILE

The best offers link takes you to another page, however the structure is exactly the same as the homepage, so easy to miss the change.

The filter delay PLP DESKTOP

The filter refreshes the list every time you make a selection, so if you want to make multiple selections, you have to wait for this to happen each time. This then isn't immediately obvious how you remove them as the tags collect at the top.

No ratings PLP PDP DESKTOP

More could be done to help users make a more informed decision with expert ratings on this page, or even better actual user ratings.

Shipping details PDP DESKTOP MOBILE

Given the fact we know the stock availability, the lack of delivery promise on this page could encourage users to shop somewhere that does.

Wishing away PDP DESKTOP MOBILE

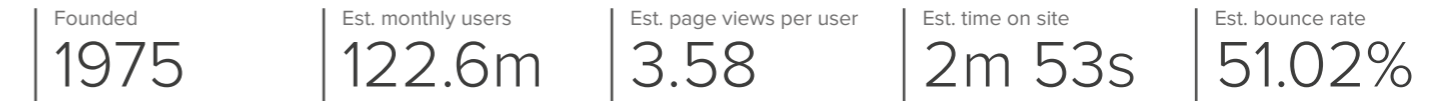
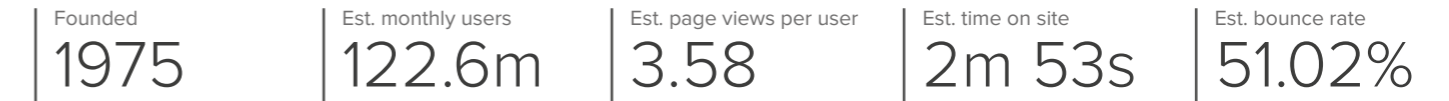
Users will likely spend plenty of time re researching a purchase such as this given the price point, so the lack of Wishlist functionality makes it harder for the user to come back later.

Card recognition CHECKOUT DESKTOP MOBILE

When progressing to the checkout, the warranty creates a very awkward experience due to the length. This should be better presented to align with the rest of the site.

Card recognition CHECKOUT DESKTOP MOBILE

Platforms can now identify the card type by the number, however here you have to select the card type first.



The things we love

High quality photography HOME DESKTOP MOBILE

The photography on the homepage is well-lit and projects a quality feel to the products.

Icon legend PLP DESKTOP MOBILE

The page contains early views of the icon use on the page for easy reference.

Clear typography PLP DESKTOP MOBILE

The typography is well sized and spaced well for maximum legibility and accessibility to screen readers.

Comparison tool PLP DESKTOP

The desktop comparison tool provides a well presented comparison table, allowing users to make an informed decision.

Product selection wizard PLP DESKTOP MOBILE

The wizard is a helpful way to understand which option is best for you, without spending a great deal of time working out all the options.

Wishing away PDP DESKTOP MOBILE

Users will likely spend plenty of time re researching a purchase such as this given the price point, so the lack of Wishlist functionality makes it harder for the user to come back later.

360 degree photography PDP DESKTOP MOBILE

Some of their premium products (eg. Surface) contain 360 degree photography. This is a great way to showcase the product when the user can't physically hold it in their hands.

Sticky CTA PDP DESKTOP MOBILE

The PDP contains a sticky CTA on scroll showing both the price and checkout button, giving really easy access to the checkout.

The things we don't

Unable to close Cookie message HOME DESKTOP MOBILE

The cookie message is the first thing you see at the top of the page on your first visit, however there is no way to dismiss this message, instead it takes you to the middle of their terms and conditions.

It's just TOO basic HOME DESKTOP MOBILE

The cookie message is the first thing you see at the top of the page, however there is no way to dismiss this message, instead it takes you to the middle of their terms and conditions.

Lack of vision of hardware and software HOME DESKTOP MOBILE

Hardware is prioritised on the site, however software is hidden until you scroll down the page, and even then the options aren't clear at first glance.

Obtrusive newsletter popup PLP DESKTOP MOBILE

As you enter the PLP, a popup appears on the screen asking you to subscribe to the newsletter.

CTA to far down PDP DESKTOP MOBILE

Users will likely spend plenty of time re researching a purchase such as this given the price point, so the lack of Wishlist functionality makes it harder for the user to come back later.

Some CTAs unclear PDP DESKTOP MOBILE

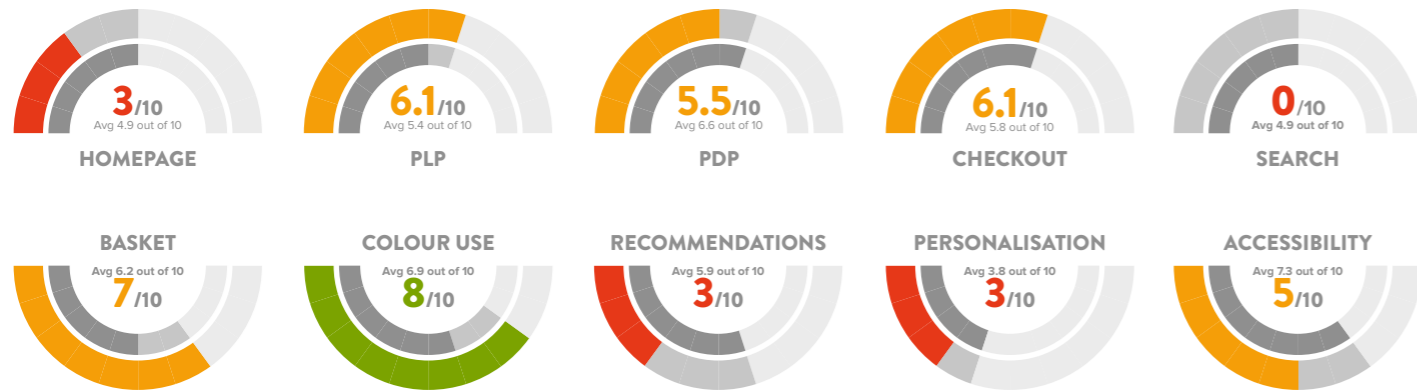
There are some configuration options that aren't clear when selected, meaning the user has to work harder to see what has changed.

Product name padding PDP MOBILE

The product name sits in a huge area causing unnecessary scroll with no real benefit.

Confusing double-menu PDP MOBILE

The PDP contains the main burger menu in the header, but also a secondary menu localised to that product. However in one instance on the Surface page, the menu reads 'Surface' - not providing any particular helpful description of what it's for.



Founded **2010** | Est. monthly users **1.98m** | Est. page views per user **3.70** | Est. time on site **3m 23s** | Est. bounce rate **39.88%**

The things we love

CTA colour preserved [HOME](#) [DESKTOP](#) [MOBILE](#)

The Call To Action colour isn't used anywhere else on the site, meaning well positioned CTAs are easy to identify with little effort.

High quality imagery [HOME](#) [DESKTOP](#) [MOBILE](#)

This high resolution, well-lit photography provides clear expectations to the user on what to expect.

Clear typography [HOME](#) [DESKTOP](#) [MOBILE](#)

The website contains well-sized, high contrasting typography over colour and image, meaning it's easy to read and accessible to all.

Quick view [PLP](#) [DESKTOP](#)

A quick view of the product slides in from the right of the screen, and provides quick access to the checkout without having to enter the PDP.

Sticky links on-scroll [PLP](#) [DESKTOP](#) [MOBILE](#)

On-scroll you have easy access to the PDP and Basket via a sticky option at the top of the screen.

Incorporated reviews [PLP](#) [DESKTOP](#) [MOBILE](#)

The incorporated reviews provide additional reassurance to users unsure of which option to take or the reliability of the product.

Value statements at the top of the page [PLP](#) [DESKTOP](#) [MOBILE](#)

Nest have a range of global features that they clearly state at the top of the page. This removes questions on whether these features apply to the range.

Video examples [PDP](#) [DESKTOP](#) [MOBILE](#)

Supplied videos provide clear descriptions of how a product works.

Sticky CTA [PDP](#) [DESKTOP](#) [MOBILE](#)

A convenient sticky CTA is visible on-scroll, so users have access to the Buy button wherever they are on the page.

Sidebar basket [CHECKOUT](#) [DESKTOP](#)

The basket appears in the sidebar allowing for quick review and entry to the checkout funnel.

Sidebar checkout [CHECKOUT](#) [DESKTOP](#)

The checkout is also displayed in the sidebar, allowing the user to still scroll through the product page for detail clarification should they wish to, without breaking the journey.

The things we don't

Some CTAs too subtle [HOME](#) [DESKTOP](#) [MOBILE](#)

In contrast to the point opposite, there are also areas of the homepage which are not obvious at all as it's missing a physical CTA and relies on the user recognising the image as a CTA.

It all starts with a caveat [HOME](#) [DESKTOP](#) [MOBILE](#)

The first thing you see when you land on the site is a caveated line on free delivery. Although free delivery is great, the caveat around availability should be reserved for later in the journey.

Low contrast typography [HOME](#) [DESKTOP](#) [MOBILE](#)

The colour used for the font fails AA accessibility guidelines on contrast meaning users with visual impairments could struggle to read the content.

No details of shipping [PDP](#) [DESKTOP](#) [MOBILE](#)

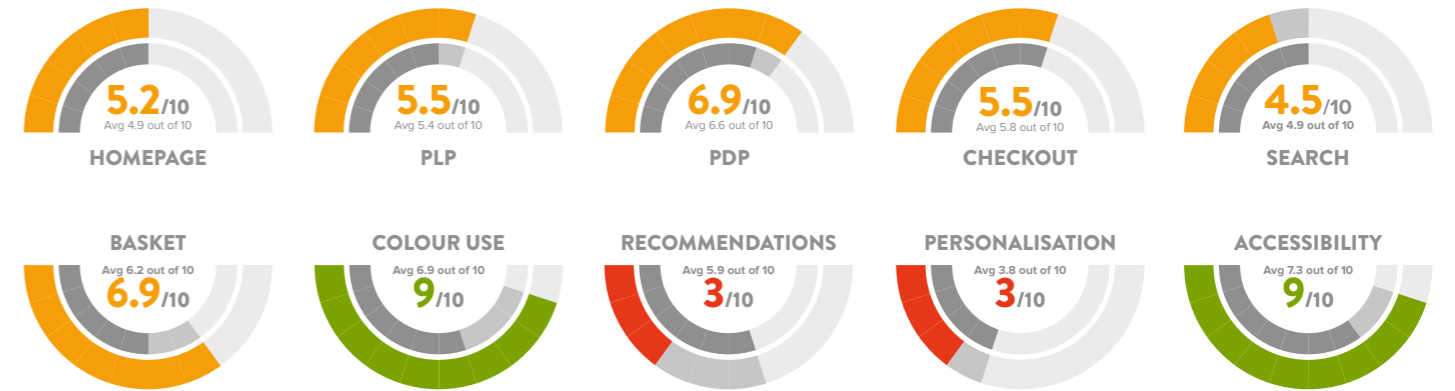
The PDP contains no clear information regarding shipping times or returns policy, meaning a user would have to search for this information and break their purchasing journey.

Specifications is a separate page [PDP](#) [DESKTOP](#) [MOBILE](#)

The detail specs of the products go to a completely different page, meaning you have multiple URLs for the same product, and a noticeable page load time in the middle.

Sticky header has no access to basket [CHECKOUT](#) [DESKTOP](#) [MOBILE](#)

Although you can access a Buy button from the sticky header, you can't access the basket, so in order to access you have to scroll back to the top of the page.



Founded **1991** | Est. monthly users **126.3k** | Est. page views per user **3.50** | Est. time on site **3m 24s** | Est. bounce rate **51.35%**

The things we love

Full screen search [SEARCH](#) [DESKTOP](#) [MOBILE](#)

The full screen search provides a clean and focussed experience for great usability. The most common searches are highlighted for convenience making it fast, and easy to use.

Clear typography [HOME](#) [DESKTOP](#) [MOBILE](#)

Key copy is large and has high contrast, making it accessible to all users with visual impairments.

Easy categories [HOME](#) [DESKTOP](#) [MOBILE](#)

Categories are represented with high quality imagery and unmistakable CTAs, providing clear signposts for users on first visit.

Clear CTAs [PLP](#) [DESKTOP](#) [MOBILE](#)

CTAs are large, and have a protected, high contrasting colour for really easy identification.

Incorporated reviews [PLP](#) [DESKTOP](#) [MOBILE](#)

CTAs are large, and have a protected, high contrasting colour for really easy identification.

Sticky CTA [PDP](#) [DESKTOP](#) [MOBILE](#)

The sticky CTA on this site is great - clear and large with incorporated price point for extra clarity.

Videos open full screen [PDP](#) [DESKTOP](#) [MOBILE](#)

Product videos are high resolution and open full screen on click, providing an immersive experience.

Attachment details [PDP](#) [DESKTOP](#) [MOBILE](#)

Details of what comes with the products are clear and accompanied with small images for extra clarity.

Value statements in the basket [CHECKOUT](#) [DESKTOP](#)

There are a number of clear value statements around price, delivery, returns and finance as reassurance.

Amazon Pay option [CHECKOUT](#) [DESKTOP](#) [MOBILE](#)

The inclusion of Amazon Pay provides even more convenient payment options along with PayPal and the standard card options.

Tabbed options [CHECKOUT](#) [DESKTOP](#) [MOBILE](#)

The use of tabs for new/returning customers and delivery/click and collect means there is a single entry-point for users to the checkout.

The things we don't

Default search state [SEARCH](#) [DESKTOP](#) [MOBILE](#)

Where the full screen search is a great function, it's default state is a little missable. The transition would also be better represented with some smooth micro-animation for a smoother experience.

No CTA on landing [PLP](#) [MOBILE](#)

On first landing, you have to scroll a fair bit before finding the first CTA on the page, largely down to the card design and large header banner.

Link to nowhere [PLP](#) [DESKTOP](#) [MOBILE](#)

The note on monthly instalments is a link, but it appears to have an incomplete href, so causes unnecessary confusion.

Content format [PLP](#) [DESKTOP](#) [MOBILE](#)

The sentence formatted details on the PLP means it's hard to understand the features at a glance. Plus the lack of a compare function makes it even harder to understand.

Reviews link away [PDP](#) [DESKTOP](#) [MOBILE](#)

Clicking on the reviews from the PDP links to a 'Reviews' section of the site. The issue is that the user has now been removed from their purchasing flow and has to navigate back.

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Get in touch with us today at info@eclipsegroup.co.uk