Top 7 UX Design Tips for E-commerce Product Pages

A product page that conveys a purpose and benefit of a store item, and smoothly take a user through all the features and demos, and to the checkout page is considered an ideal user experience (UX) design. The web design UX focuses the removal of every possible hurdle that may stop a user from taking action and the addition of a feature that adds comfort to the user in reading, clicking, entering detail, or paying for the order.

Pursuing a UX design is not restricted to the layout or appearance of the product page, in fact, it is about enhancing the web design usability and understanding for the end users. Like, easing the users in scanning the content, viewing the images with a focus, comparing prices with product features, expediting the checkout process, and lots of more.

Optimizing the UX design for higher conversion is crucial as the developer, designer, or the merchant has to put himself in the shoes of a common user and examine the areas that have to be improved. Following are some of the UX design tips that may give you a checklist to expeditiously review product pages and adopt relevant strategies to enhance the ease and usability for a layman.

1. Set a Competitive Price and Justify It

Price of a product is a major driving force of a purchase decision. The internet users are browsing the internet and compare product prices along with features at different online stores. They roughly draft a cost versus benefit analysis of the product in your store. To facilitate them in knowing the

best value for money, clarify the price you charge and justify it with the features you have in hand.

The price clarification means showing direct and indirect charges. For example, you display a white color T-shirt at $10, but secretly increase the price when a user selects a black color. Avoiding tricking people to select a product at a low price and quote a higher one when they convert or about to convert.

2. Add Quality Images with Zooming Features

The online stores have virtual shelves that can never provide a real-life experience to the users to examine a product from each and every corner. But, professional photography and zooming features have the power to provide a somewhat similar experience. Add high-quality product images from various angles, and allow the users to zoom in or out a specific part of the image as well.

Try experimenting different product zooming options. In addition to quick-view and zoom-in feature, a 360-degree view is also an emerging trend in enhancing the user experience. It demands to capture multiple product images and sorting them in a series so that a user can go through every detail of the store item.

3. Acquire and Display Customer reviews

Acquiring reviews from your happy customers is a tangible and long-term asset to your product pages. It is an effective strategy for gaining trust and credibility in the eyes of your potential buyers. The users are more likely to read what your existing customers have found about your products and services.

According to a survey published by MarketingLand, about 90% of the customers have agreed that the online reviews are highly influential in making a purchase decision. So, don’t miss on

your losing your potential customers who only need to hear from a few fellow customers.

4. Publish Scannable Product Descriptions

Reading content on the screen is a completely different thing than reading text on a hard paper. In fact, the screen readers scan the content rather than reading it word by word. Unlike the novel and short stories, people are here to absorb the information of their interest and skip the rest of the text.

Compose the product content that is simple, clear, and crisp that caters to the exact needs of your targeted users. Incorporate story-telling in a way that keeps the users engaged rather than making them cross the tab and switch to another one.

A product page shall begin with a short summary and leads to highlight the core features. Let the readers know about the product at first instance. Make the introduction attractive to compel them to scroll down the page and review the features one by one.

5. Consider Simplifying the Checkout Process

Checkout is the conversion borderline. A successful checkout means an accomplished sale. The UX design needs to be improved in a way that smoothly takes the users all the way through the product description to the cart pages and the checkout page. A minor difficulty in filling the details or understanding an option may result in cart abandonment.

For smooth checkout experience, you can simplify the entire process with different strategies like allowing one-page checkout that removes the multiple steps of entering shipping, billing, and personal details all at once.

Additionally, you can modify the design with stick checkout that carries forward transaction details as the user goes through the multiple steps. The permission of guest user

checkout is also a way forward to improve the user experience. Make the user registration voluntary and observe the difference in conversions.

6. Display Relevant and Bought Together Products

Do not limit your customers to view a single product on a landing page. A Majority of buyers are willing to select more relevant products from the same store. It helps them save the shipping charges and time in browsing multiple stores. By displaying relevant products or frequently bought together items, you can facilitate users in adding more products to cart and checkout for all of them at once.

With the help of widgets, plug-ins, and modules, you can automate the display of similar products in a small block right on the product page. It will surely help you to cross-sell and up-sell products that ultimately boost the revenues.

7. Show Product Availability or Stock Top-up duration

A user covers a long journey in reaching the ‘add to cart’ page but feels disappointed when finds that the required product is not available in stock. To save them from the hassle, display the stock availability in numbers and minimum items they can order. This will allow them to quickly add a required number of items to cart. Avoid cart abandonment right on the product page.

The addition of out-of-stock notification tool is also a way forward in informing the users about the expected inventory top-up period. With the help of such a tool, users can get email notifications about inventory top-ups so that they can return and buy the products that were out of stock on their last visit.

Final Thoughts

The above-discussed UX design tips may help you quickly restore a viable user experience that contributes towards higher conversions. But, this is not the end. UX design is an open concept that welcomes the addition of every feature and functionality that aims to reduce the user stress in buying a product or service. Be creative in coining new ways of improving UX in addition to the ones mentioned above, and take the lead in your niche.

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