



WADI.COM

DESKTOP PLATFORM USABILITY OVERVIEW

PURPOSE OF THIS REPORT

- ▶ Help eliminate basket abandonment & Increase revenue
- ▶ Increase the quality of a customer journey
- ▶ Elevate brand trust and loyalty
- ▶ Minimize click stream for greater efficiency and satisfaction
- ▶ Maintain a bulletproof interface design
- ▶ Define the methods of future testing

PART 1

SPEED

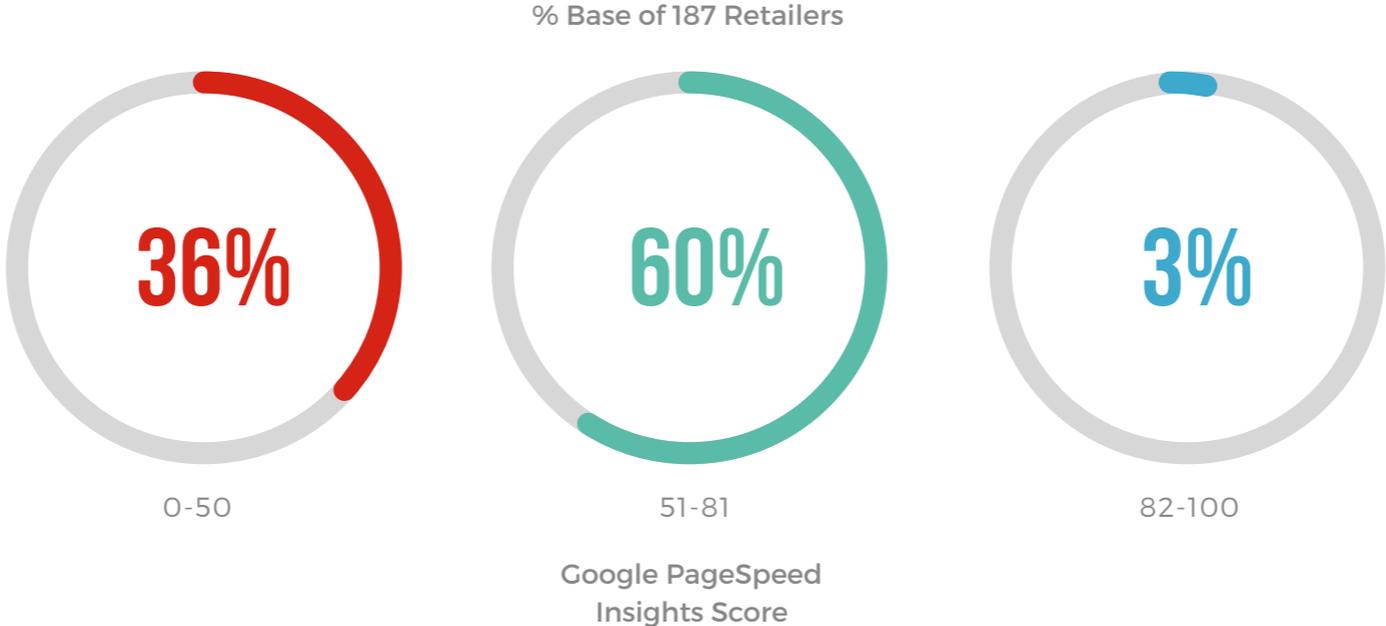
HOW DOES SPEED AFFECT CONVERSIONS?

- ▶ Page speed plays the initial key role for gaining first timers.
- ▶ 47% of people expect a web page to load(appear) in two seconds or less. (Jacob Nielsen - September 12, 2011)
- ▶ 79% of web shoppers who have to wait too long say they won't come back to purchase again. (Kissmetrics - <https://blog.kissmetrics.com/loading-time/>)
- ▶ In 2006, Amazon reported that a 100-millisecond increase in page speed translated to a 1% increase in its revenue.

AVERAGE SPEED OF RETAIL PLATFORMS*

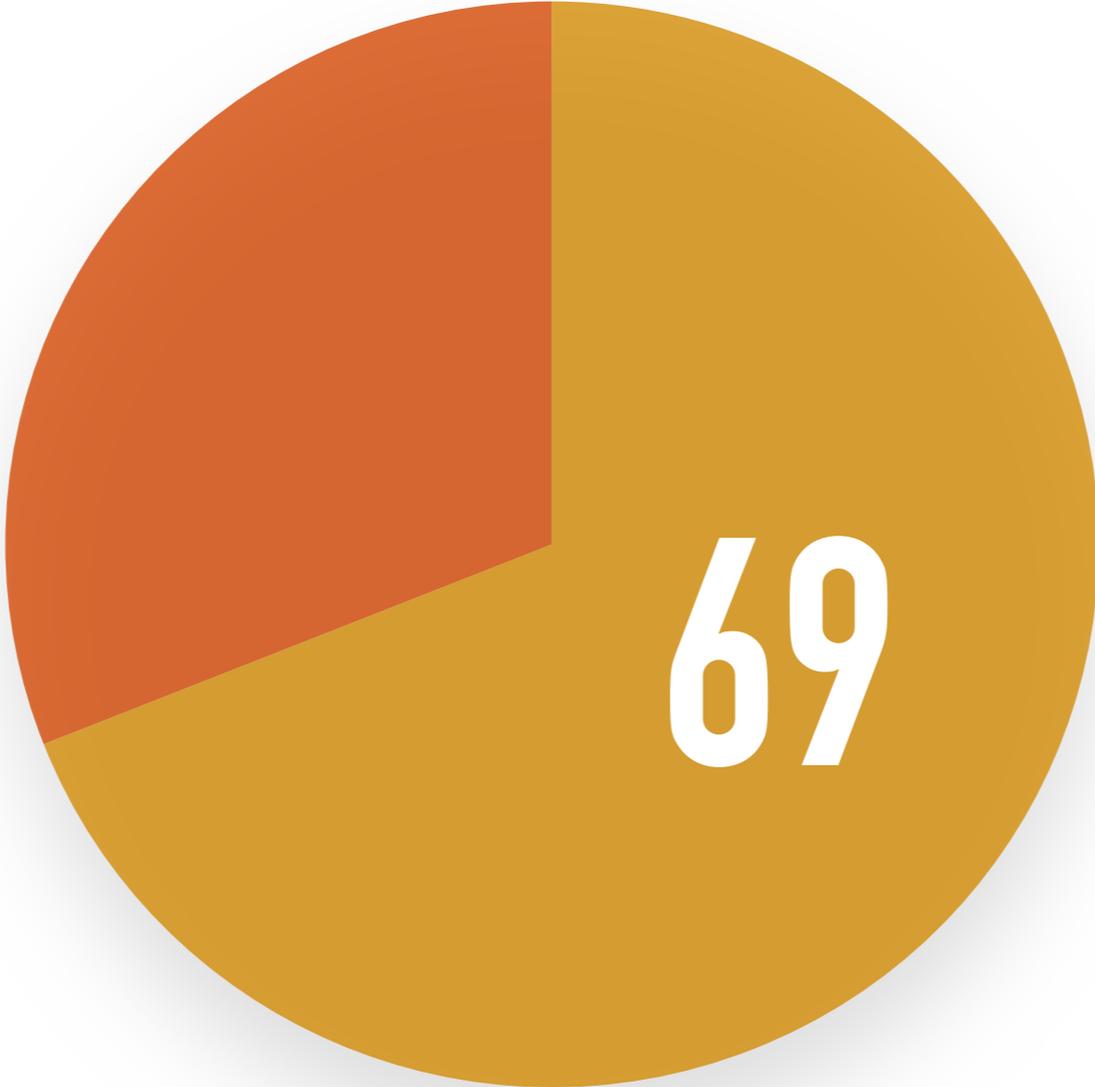
DESKTOP SPEED

Number of retailers, separated by desktop speed score.



*Multichannel Retail Report 2017 - UK Edition

WADI.COM PAGESPEED INSIGHTS SCORE



PART 2 - ESSENTIALS OF A SOLID
ONLINE RETAIL PLATFORM

HOMEPAGE

GOOD

- ▶ Easy Access Utilities:
 - ▶ Omnipresent search bar
 - ▶ Reachable Cart and Account that remembers you
 - ▶ User-Friendly Navigation working under the cognitive load limit (2.5 secs)
- ▶ Has a knock-out value proposition and USPs
- ▶ Utilizes Personalization
- ▶ Intelligent banner rotators (and carousels)
- ▶ Contact information is easily accessible
- ▶ Bright use of CTAs
- ▶ Avoids content overwhelm

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - HOMEPAGE

ABOVE THE FOLD



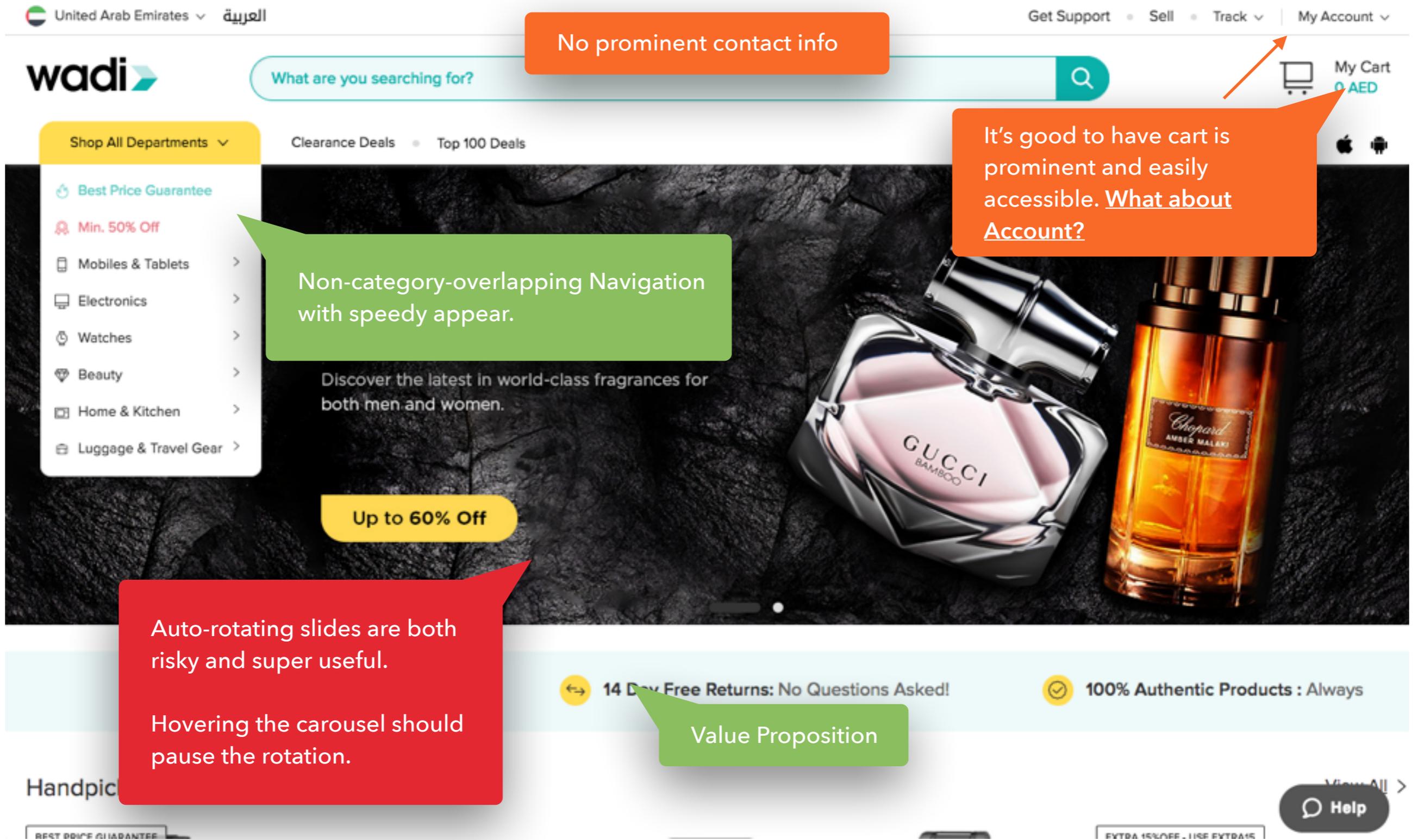
Critical



Suggested



Good



No prominent contact info

It's good to have cart is prominent and easily accessible. What about Account?

Non-category-overlapping Navigation with speedy appear.

Up to 60% Off

Auto-rotating slides are both risky and super useful. Hovering the carousel should pause the rotation.

Value Proposition

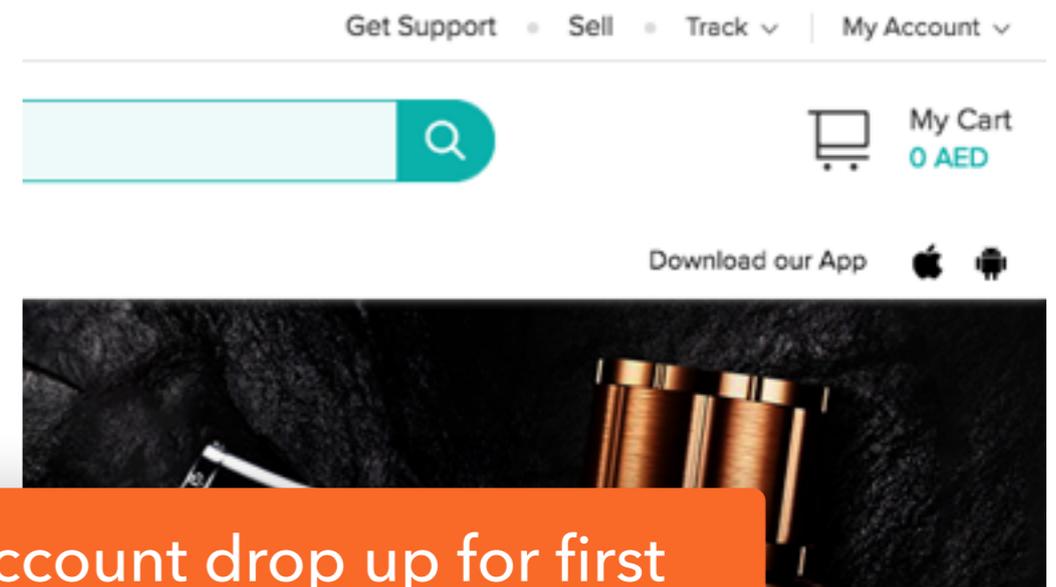
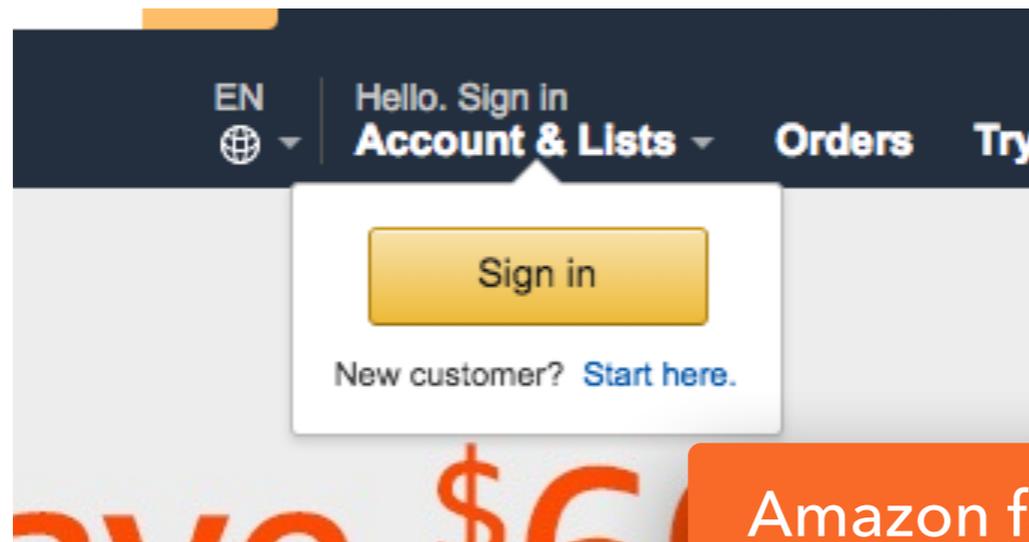
Help

ABOVE THE FOLD

● Critical

● Suggested

● Good



Amazon fades in an account drop up for first timers.

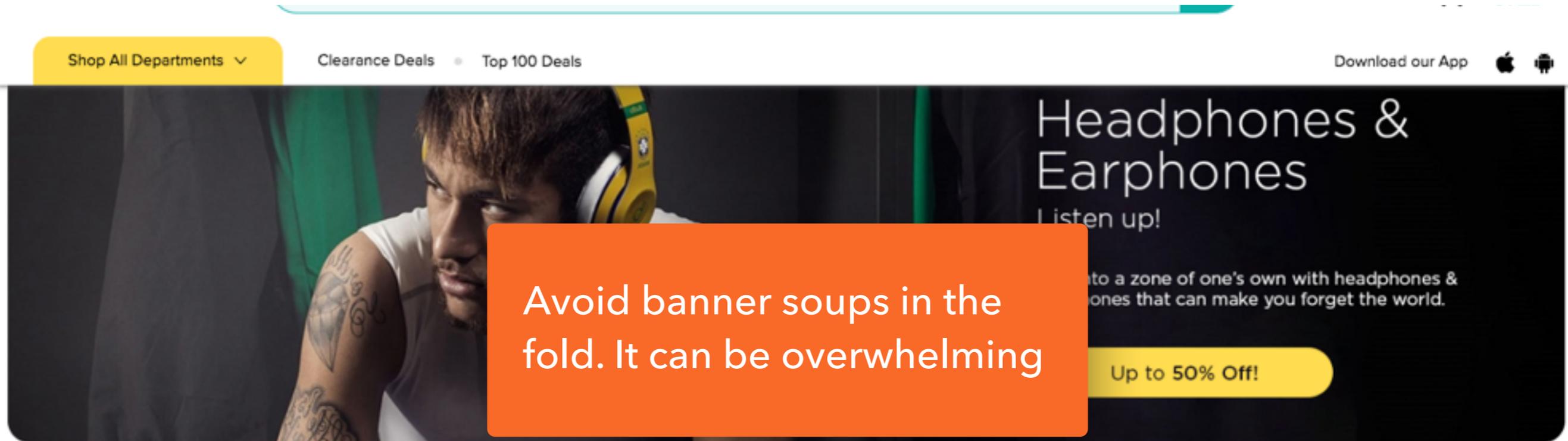
Encouraging account creation for non logged-in have proven to help conversions.

THE SCROLL BEHAVIOR & THE FOLD

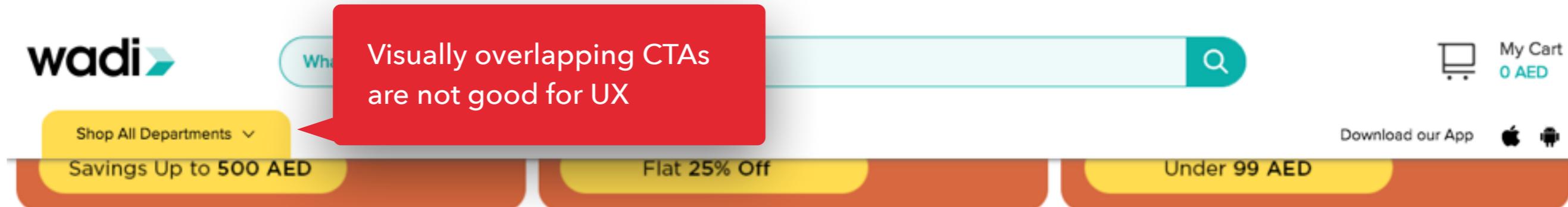
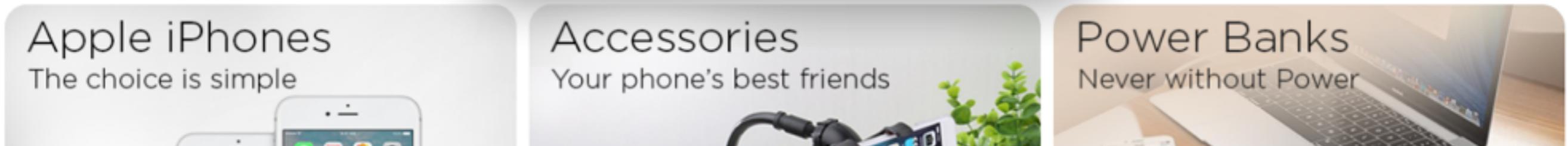
● Critical

● Suggested

● Good



Avoid banner soups in the fold. It can be overwhelming



Visually overlapping CTAs are not good for UX

THE SCROLL BEHAVIOR & THE FOLD

● Critical

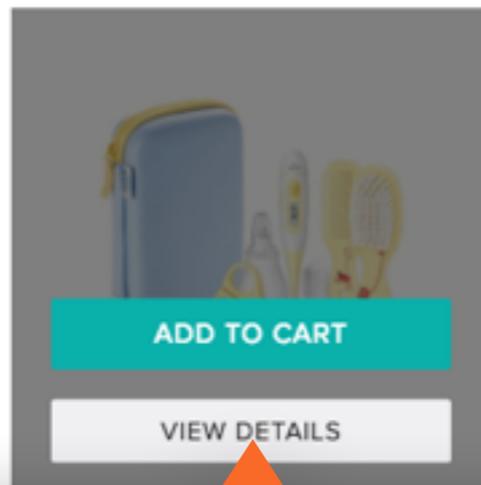
● Suggested

● Good

deals

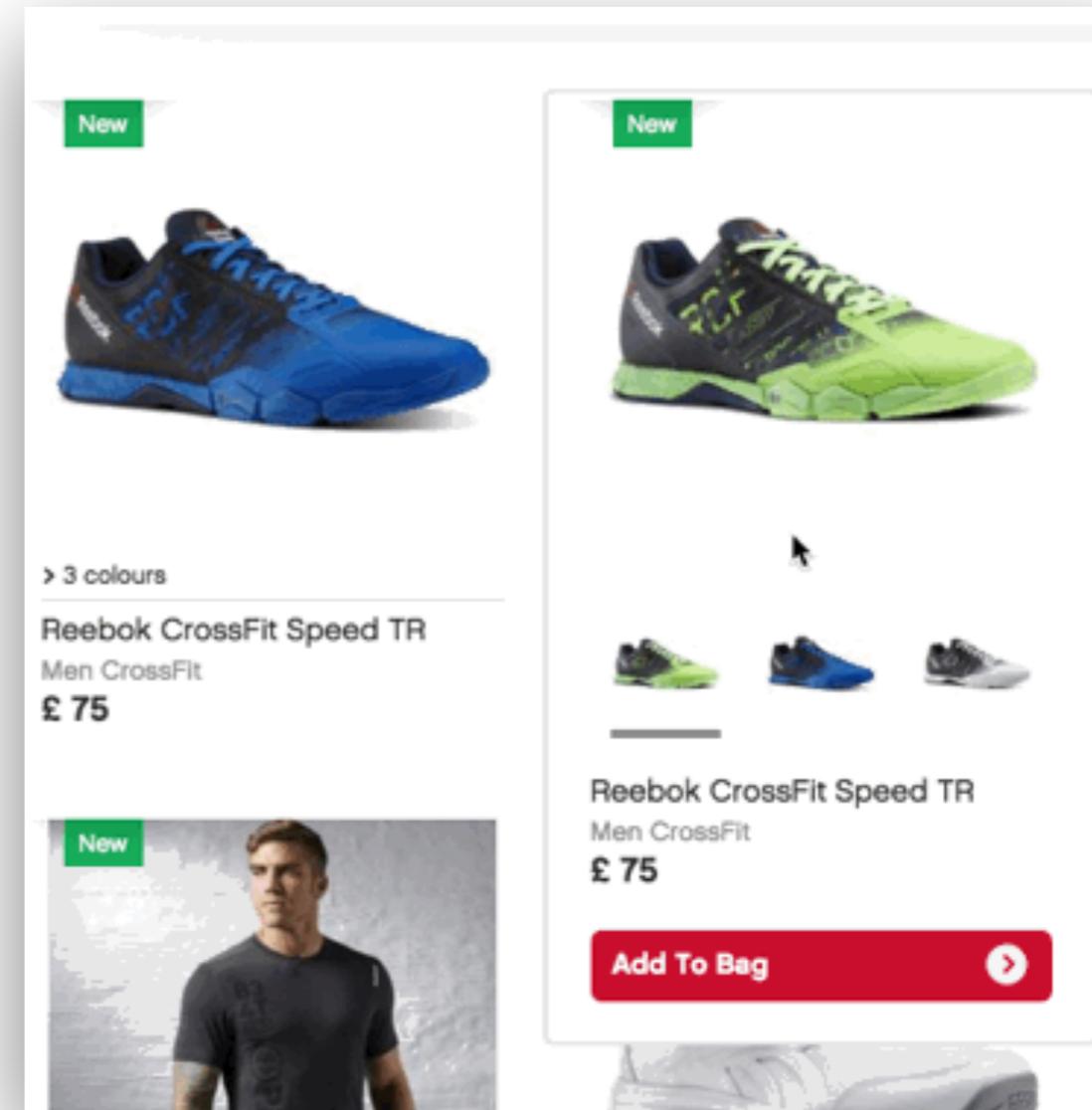


Philips Avent Combini
And Blender (SCF870)
839-AED **735 AED**



em Duo Deal Full
40

Can the engagement be increased with more intuitive hover functionality such as with **options or quick view utility?**



THE SCROLL BEHAVIOR & THE FOLD



Critical



Suggested

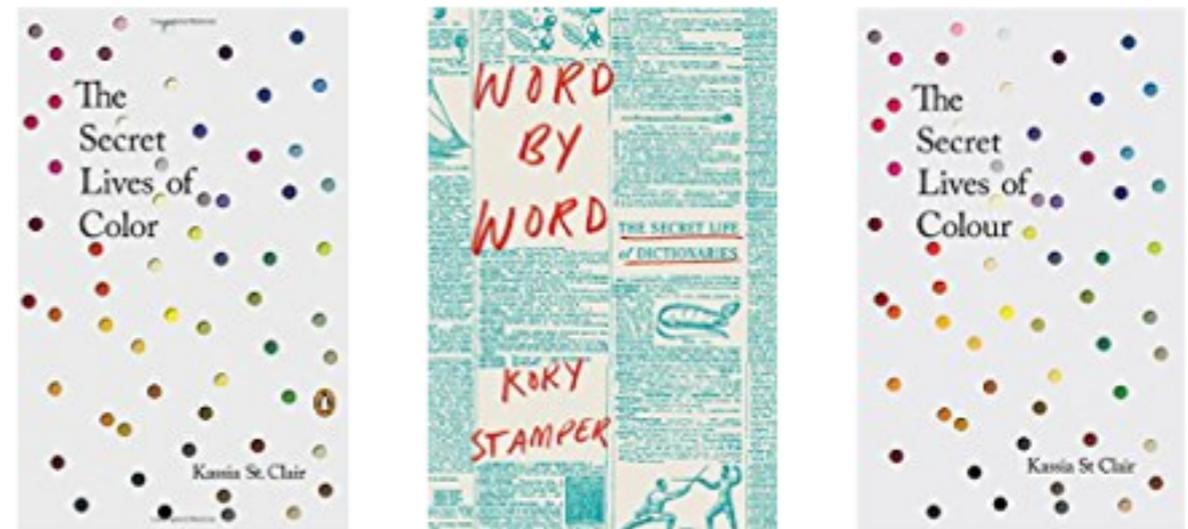


Good

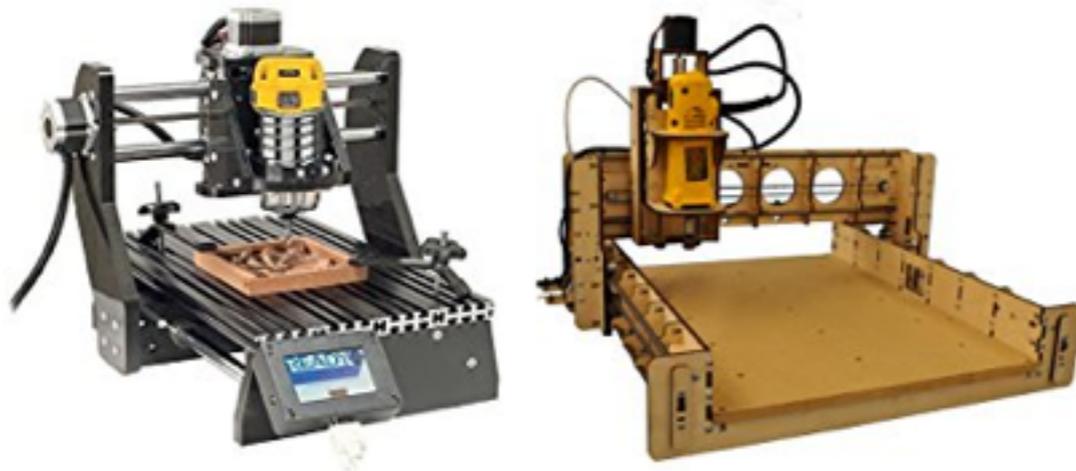
Additional items to explore [See more](#)



Inspired by your browsing history [See more](#)



Related to items you've viewed [See more](#)



Personalization builds loyalty. Loyalty converts to sales.

PART 2 - ESSENTIALS OF A SOLID
ONLINE RETAIL PLATFORM

PRODUCT LISTING PAGE

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - PRODUCT LISTING

PLP

● Critical

● Suggested

● Good

Home > Mobiles And Accessories > Mobile Phones

Mobile Phones (15 Items) Sort By: Popularity View: [Grid Icon] [List Icon]

Reset All Samsung X
Xiaomi X 99-500 X
700-1000 X 3GB X

> Smartphones

Brand
Search Brands

- Blackberry (8)
- HTC (7)
- Huawei (7)
- Sony (4)
- Asus (3)
- LG (3)
- Nokia (3)
- Blackview (2)

Faceted nav is helpful. What happens when more than 10 filters are stacked in the sidebar? (only 1 of the rest of the filters are accessible within the fold)

It is not totally clear which view the user is on. This is probably because the active state of the icons are reversed and not bright enough.

Overflow: auto/scroll functionality hijacks the page scroll.

Samsung Galaxy J7 Prime (3GB, 32GB, 4G LTE, Dual Sim, Black) **25% OFF**

Samsung Galaxy J7 Prime (32 GB, 4G LTE, White Gold, Dual SIM) **22% OFF**

Samsung Galaxy J7 Prime SM - G610FD (16 GB, 4G + Wifi, Black Dual SIM) **725 AED**

Samsung J7 Prime (16 GB, 4G LTE, Gold, Dual SIM) **899-AED 784 AED** **13% OFF**

12:45

12:45

12:45

12:45

Help

PART 2 - ESSENTIALS OF A SOLID
ONLINE RETAIL PLATFORM

PRODUCT DETAIL PAGE

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - PRODUCT DETAIL

PDP

● Critical

● Suggested

● Good

The screenshot shows a product page for an Apple iPhone 6 Plus. The page includes a main product image with a 'BEST PRICE GUARANTEE' label, a breadcrumb trail (Home > Mobiles And Accessories > Mobile Phones > Smartphones), the product name 'Apple iPhone 6 Plus', specifications '16 GB, 4G LTE, Gold, With Facetime', and model number 'AP771EL31AOE'. The price is listed as 1613 AED, with a 'SAVE 486 AED (23%)' badge. A list of features is provided below the price. On the right, there are three service options: 'CASH ON DELIVERY', 'GIFT WRAP', and 'WADI PROMISE'. At the bottom, there is a shipping location selector and a warranty notice. A 'Help' button is visible in the bottom right corner.

Annotations:

- clear use of imagery** (Green callout pointing to the main product image)
- reviews and ratings?** (Orange callout pointing to the price area)
- Options are helpful with imagery. But what do they mean? (labels might help resolve)** (Orange callout pointing to the product variant thumbnails)
- Shipping location plays key role in delivery. Is this the best position to help customer determine city and delivery time?** (Orange callout pointing to the shipping location selector)
- Value proposition** (Green callout pointing to the 'WADI PROMISE' service details)
- CTA BELOW THE FOLD** (Red callout pointing to the bottom of the page)

PDP - OUT OF STOCK

● Critical

● Suggested

● Good



Home > Mobiles And Accessories > Mobile Phones > Smartphones

Apple iPhone 7 Plus

32 GB, 4G LTE, Silver, With Facetime
AP771EL54LIN

OUT OF STOCK

- 12 MP Dual Camera with Quad True Tone Flash, Optical Zoom at 2X
- Water and Dust Resistant
- 5.5" Retina Full HD LED Backlit Display
- World's Most Powerful A10 Processor Chip
- Intel LTE Modem

Colors:



Out of Stock items can cause a complete halt on user side and a total UX dead end.

Tests show that if users are simply told a product or product variation is out of stock, some will look for alternative products on the site but **30% are likely to simply abandon to look for the product elsewhere (competing site).**

Similar Products

[View All >](#)



PDP - OUT OF STOCK

● Critical ● Suggested ● Good



Gibson 2017 Les Paul
Worn Brown

[Write a Review](#)

The Gibson Les Paul Faded 2...
performance. The Les Paul F...
worn in to fit your ha...[Click To](#)

Instead of disabling the main CTA or Add to Cart for out of stock items, customers can be notified of the upcoming availability of the product yet still purchase the product for items **"Temporarily Out of Stock"**

Temporarily out of stock. Expected 07-03-2017

CHOOSE STYLE:

Worn Brown

2-Year Warranty ⓘ

FREE

Shipping (48 Contiguous U.S. States)

FREE

Your Price:

\$1,199⁰⁰

1



Add to Cart

If an item is **permanently unavailable**, another form of CTAs can be used.

e 2+

ooth® speaker with water-resistant silicone coating (Black)



JBL Charge 2+ - Available in 8 colors

Item #: 109CHRG2PB

★★★★★ 43 Reviews | 3 questions - 12 answers

This item is no longer available.

Original Price: \$149.99

[Shop all Portable Bluetooth Speakers](#)

i Newer model available



JBL Charge 3

★★★★★ 3 Reviews

\$149.99

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM

CART

GOOD

- ▶ Ease of use in modifying the cart
 - ▶ Remove items
 - ▶ Change qty
 - ▶ Update totals
- ▶ Cart action notifiers (item add notifications)
- ▶ Easy access to customer service contact details

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - CART

CART

● Critical ● Suggested ● Good

My Cart

Shipping To: Dubai [Change City](#)

Item	Quantity	Price	Discount
Apple iPhone 7 Plus 128 GB, 4G LTE, Black, With Facetime Size: OS 8% OFF	1	3599-AED 3329 AED	SAVE 270 AED (8%) Inclusive of tax
Apple AirPods MMEF2 Size: OS 30% OFF	1	999-AED 709 AED	SAVE 290 AED (30%) Inclusive of tax
Anker 20100 mAh PowerCore, Black Size: OS 6% OFF	1	1000-AED 940 AED	SAVE 60 AED (6%) Inclusive of tax

Subtotal: 4024.76 AED
Shipping: Free
Total Payable: 4226 AED

Enter coupon/voucher

CHECKOUT > 4226 AED

Payment Methods: VISA, Mastercard, CASH ON DELIVERY

Full Security: Verified by VISA, MasterCard SecureCode, Trustwave

item is not clickable, only the photo

Value proposition and USPs always help drive customers to checking out. Use of them is also good in cart.

For example, in this scenari, shipping is free for an iPhone or a group of items but NOT for a single cheaper headphones in cart. Users might not get a clear idea of why shipping is free and why not.

It would be clearer if something like "free delivery on orders above 200 SAR" existed in cart level.

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - CART

CART

● Critical

● Suggested

● Good

United Arab Emirates العربية

Get Support • Sell • Track ▾ | Onur ▾

wadi

What are you searching for?



My Cart
103 AED

Shop All Departments ▾

Clearance Deals

Download our App



There is no supporting offline and cross-device conversion

Dubai [Change City](#)

My Cart (1 Items)



Smart Power Bank Fuel-10400
Size: OS

Gift wrap available
Delivery to Dubai by Today, 4 Jan

1 ▾

94 AED
Inclusive of tax

Subtotal:	89.52 AED
Shipping:	8.57 AED
Tax:	4.9 AED
Total Payable:	103 AED

CafePress > Shopping Cart

SHOPPING CART

100% Money Back Guarantee! | Easy Returns and Exchanges | Secure Shopping Guarantee | Privacy Policy

Questions? Need help? Call us at (919) 323-4480 and mention Cart ID #158787053

← KEEP SHOPPING

PROCEED TO CHECKOUT

ITEM	QUANTITY	PRICE	DISCOUNT	TOTAL
------	----------	-------	----------	-------



Snoopy American Hero T-Shirt

Size:

Small

Color:
White

Product #: 1592945788
Availability: In stock

1

Remove

CAD \$29.50

-CAD \$3.00

CAD \$26.50

ORDER SUMMARY

Item(s) Summary

Estimated Economy Shipping

Subtotal

The cart page is the perfect point to prominently display customer support information.

To help customer service reps access a customer's cart, include a cart ID number. This also helps you reconcile telephone conversions to online marketing campaigns and other analytics data.

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - CART

CART

● Critical

● Suggested

● Good

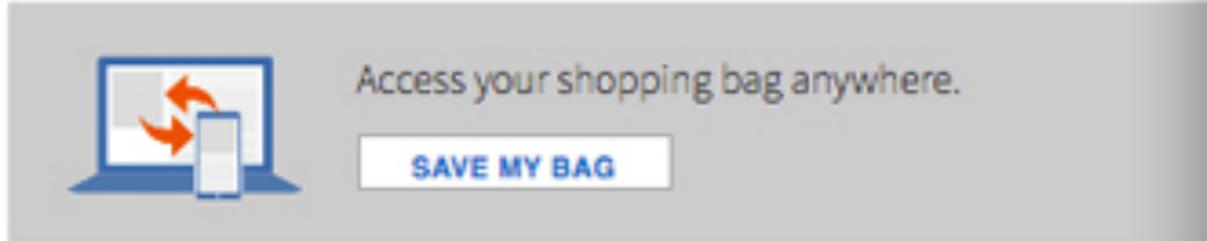
Your Bag (1 item)



Tierred Swing Cami Dress
#1257610020004
Color: [Navy Paisley](#)
Size: [XL](#)
Price: ~~\$24.94~~ **\$8.00**

SAVE FOR LATER

1



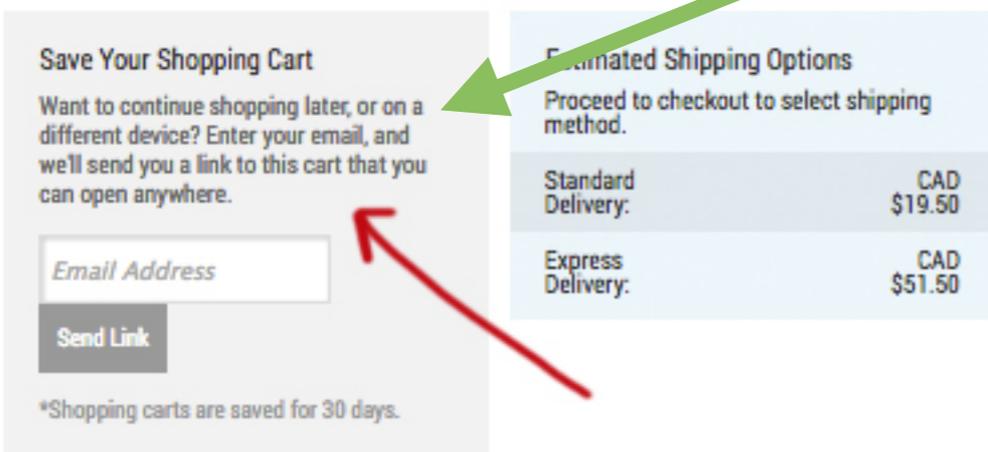
Access your shopping bag anywhere.

SAVE MY BAG

Saved for Later (0 items)

Allowing customers to save their bags/cart helps research online-purchase offline and cross-device shopping.

Alternatively email-your-cart function is also a good method to do that



Save Your Shopping Cart
Want to continue shopping later, or on a different device? Enter your email, and we'll send you a link to this cart that you can open anywhere.

Send Link

*Shopping carts are saved for 30 days.



Estimated Shipping Options
Proceed to checkout to select shipping method.

Standard Delivery:	CAD \$19.50
Express Delivery:	CAD \$51.50



Google Trusted Store McAfee SECURE

Your order is safe and secure.
Secure Shopping Guarantee

PROCEED TO CHECKOUT

OR

Check out with **PayPal**

PART 2 - ESSENTIALS OF A SOLID
ONLINE RETAIL PLATFORM

CHECKOUT

GOOD

- ▶ Distraction free
- ▶ Less click steps
- ▶ Trustworthy with relevant security information
- ▶ Has multiple payment options functioning
- ▶ Has NO forced account creation
- ▶ Clear, usable web forms with functionality to speed up the checkout process

CHECKOUT



Critical



Suggested



Good

wadi CHECKOUT

1 Sign In

Use your existing social media account:



Or continue with your email:



guest checkout - good

2 Shipping

3 Payment



Smart Power Bank Fuel-10400
Delivered to Dubai by Today 04 Jan
Size: OS
Quantity:

94 AED
Inclusive of tax



Subtotal:	89.52 AED
Shipping:	8.57 AED
Tax:	4.9 AED
Total Payable:	103 AED

Full Security
100% Secure Transactions

Verified by **VISA** **MasterCard** **SecureCode**


Trusted Commerce
www.trustwave.com

Payment Methods
Secure & Convenient Ways To Pay

  **CASH ON DELIVERY**

Can We Help You?
Our Friendly Team - Available 24/7

 **800 HI WADI**

CHECKOUT

● Critical ● Suggested ● Good

wadi CHECKOUT

1 Sign In

Email: scottjr@gmail.com [Change](#)

Please enter your phone number so we can send you a quick and easy verification code via SMS.

Phone Number *

GET VERIFICATION CODE

Forcing users to enter information they don't really have to to continue a process leads to abandonment.

Researches show %37 of customers abandon purchase in checkout stage due to forced account creation or having to filling in too much information.

Instead of forcing phone information, that info can be optional while displaying the beneficial information of why they should enter phone #

2 Shipping

3 Payment

Full Security
100% Secure Transactions



Payment Methods
Secure & Convenient Ways To Pay



Can We Help You?
Our Friendly Team - Available 24/7

800 HI WADI

94 AED
89.52 AED
8.57 AED
4.9 AED
Total Payable: 103 AED

APPLY

Help

CHECKOUT



Critical



Suggested



Good

Need gift wrap: Add that finishing touch for just 20 AED

Recipient's Name *

Onur Oztaskiran

Address Type *

Home Office Other

City *

Dubai

Area *

Motor City

Address *

Selale Caddesi Düden-3 Blok D:6 K:-2, Bahcesehir

Nearest Landmark

... in front of Carrefour

Apartment/Suite/Other:

102

Zip Code: required

75205

DALLAS, TX

Phone: required

Auto detecting area with post code or displaying a dropdown of areas based on city can be a speed up in the form filling process

CHECKOUT

● Critical

● Suggested

● Good

wadi CHECKOUT

✓ Sign In

Email: scottjr@gmail.com

[Change Email](#)

✓ Shipping

Onur Oztaskiran

Selale Caddesi Düden-3 Blok D:6 K:-2, Bahcesehir, Motor city, Alibeyli, Beşiktaş, İstanbul, Turkey

+971-55-3356988

Set this address as default

[Change Address](#)

③ Payment

Cash On Delivery

Cash on delivery is not available for one or more of your items. Please proceed with debit/credit card.

Debit/Credit Card

After clicking for the next step after shipping, payment step of which has 70% of its contents falling below the fold.

A smooth autoscroll to the active step can resolve the issue, while also revealing 20-30% of the previous step contents.

PART 2 - ESSENTIALS OF A SOLID ONLINE RETAIL PLATFORM - CART

CART

● Critical

● Suggested

● Good

Debit/Credit Card

Enter Card Number *

5440788857313025



Expiry Date *

12



2018



CVV *

311



Name On Card *

Onur Oztaskiran



Billing is same as shipping address

Save this card for future use

The long 15-16 digit credit card number is very prone to typos and it is observed 28% of users to either type or verify their card number in distinct 4-digit blocks - identical to the physical print on most credit cards.

Auto-formatting the user's credit card number as it is entered is a good solution to this.

How do you want to pay today?

Credit Card or Debit Card

4571 6610 2738

VISA

Expiration Date

MM

YYYY

Security Code

© 2016 Baymard.com



PART 3 - DESIGN STEPS

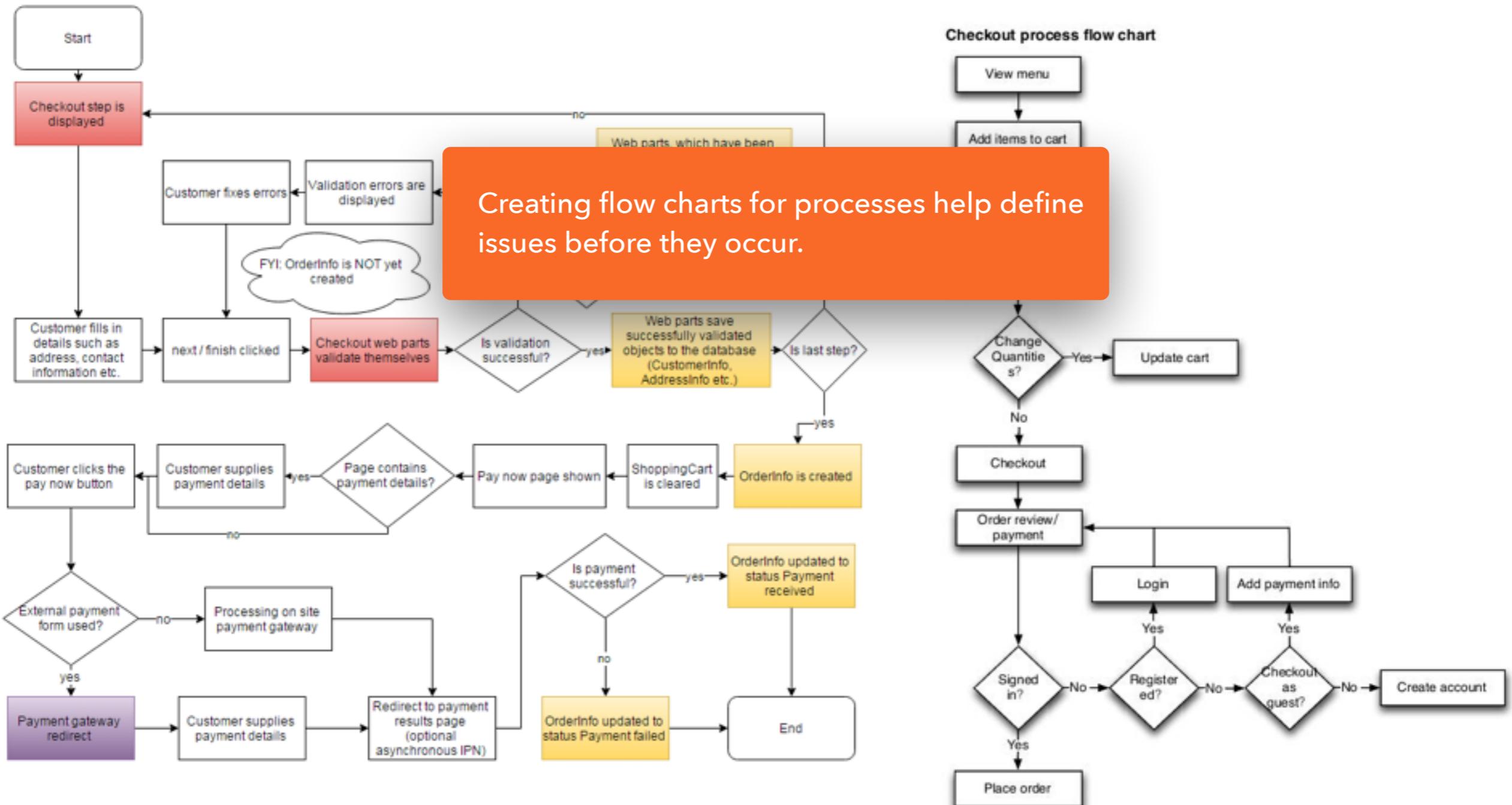
WHERE TO GO FROM HERE

BETTER APPROACH WITH USER MIND TO DESIGN FOR WADI

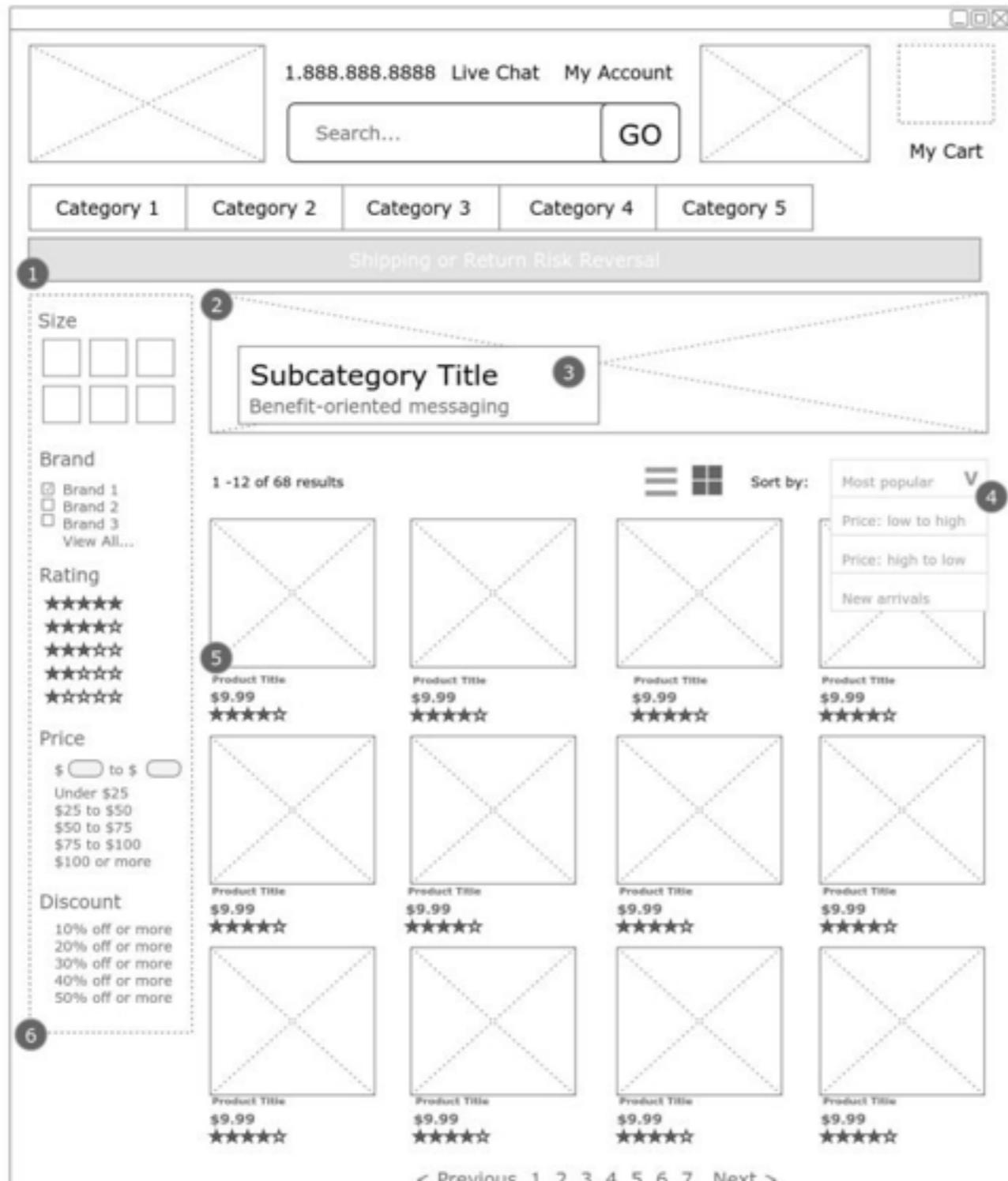
1. Creating User Flow Charts based on customer journey and steps
2. Mockups and doodles before design testing
3. Bulletproof design with no missing behaviors
4. Test, test and test!

1. CREATING USER FLOW CHARTS BASED ON CUSTOMER JOURNEY AND STEPS

Creating flow charts for processes help define issues before they occur.



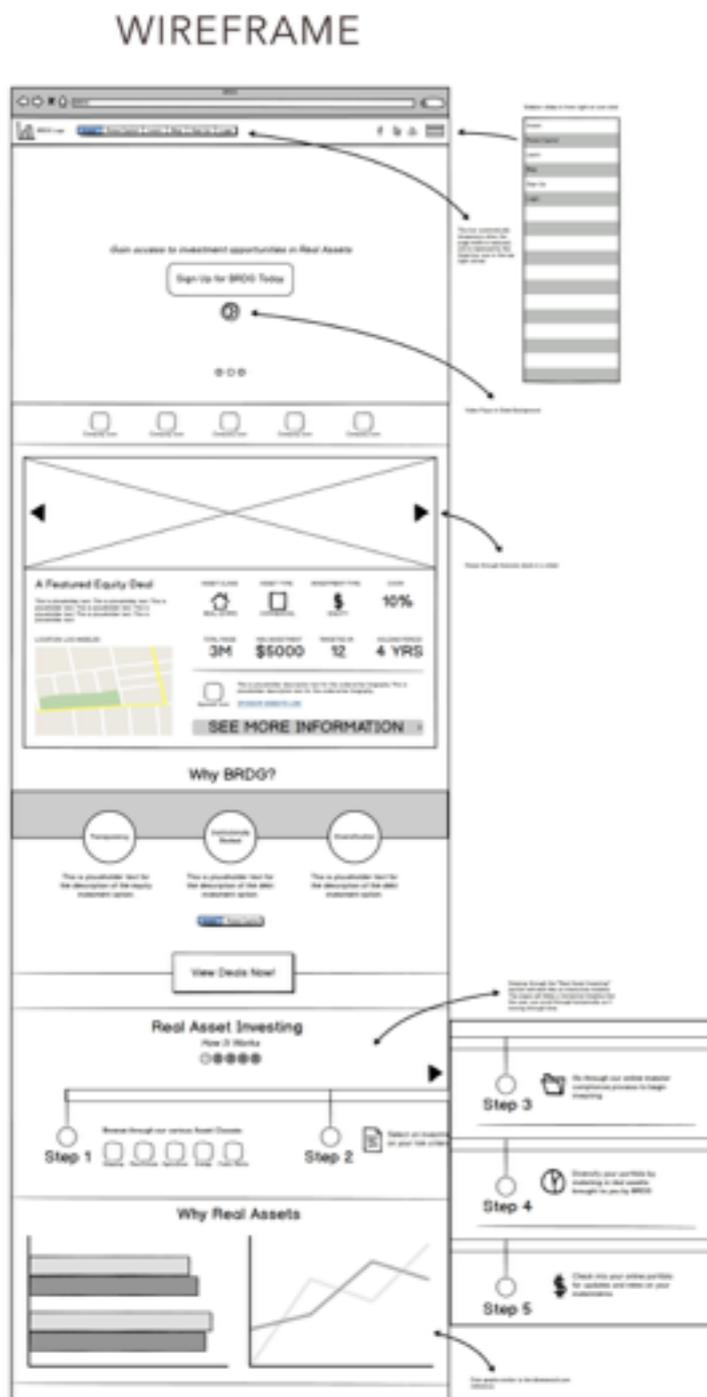
2. MOCKUPS AND DOODLES BEFORE DESIGN TESTING



Wireframes and blueprints of interactive screens has benefits:

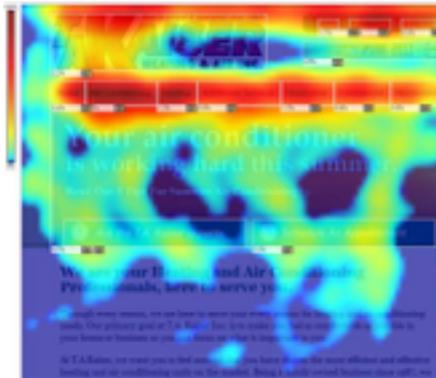
- ▶ Organizing the layout
- ▶ Positioning of elements and base testing
- ▶ Control the fold (what goes where)
- ▶ Quicker than direct UI design step

3. BULLETPROOF DESIGN WITH NO MISSING BEHAVIORS



Following the earlier steps eliminates possible flaws in the design and build process and improves the user experience.

4. TEST, TEST AND TEST!



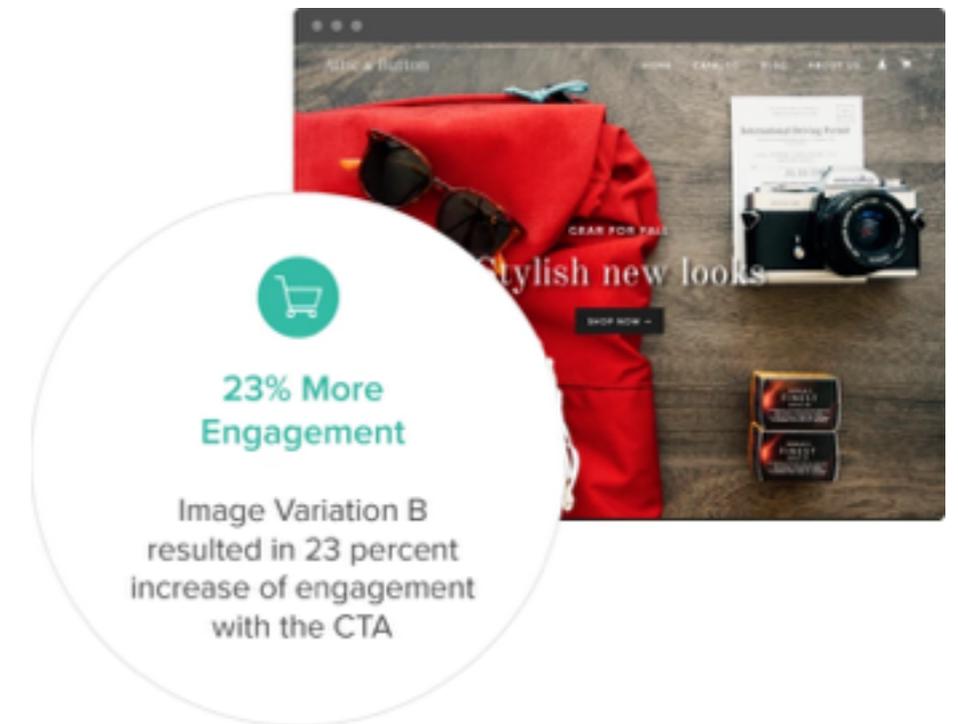
HEAT MAPS FOR CLICK TRACKING

Clickheat

<https://www.dugwood.com/clickheat/index.html>

Crazyegg

<https://www.crazyegg.com>



A/B TESTING FOR DESIGN CHOICES AND ALGORITHMS

Optimizely

<https://www.optimizely.com>

Look Back

<https://lookback.io>

VWO

<https://vwo.com>

Adobe Target

<https://www.adobe.com/marketing-cloud/target.html>

Google Optimize

<https://www.google.com/analytics/optimize>

wadi 

THANK YOU!