

# UX Checklist



In the competitive world of ecommerce, user experience (UX) is king. A well-designed UX can make all the difference in whether a visitor becomes a customer or abandons their cart.

That's why it's crucial to have a solid UX checklist in place to ensure your ecommerce website is up to par.

## Homepage

- clearly communicating what products or services I offer
- displaying product catalog or services
- personalising homepage content

## Navigation

- each category is clickable
- navigation hierarchy is reflected visually
- showing "new" and "sale" as separate categories
- popular filters are as subcategories
- contact information is visible
- logo is clickable and links to the homepage

Use AI to recommend products to your customers that they are most likely to buy.

## Search

- avoiding zero results pages
- autocomplete with error-correction
- search history
- displaying the total number of results

## Category (product list)

- using visual indicators to highlight new or items on sale
- displaying product variations
- providing several filtering options, not only by price
- displaying all applied filters
- customizing the product layout for each customer

## Product page

- having at least 3 quality images for each product
- providing size chart with a measuring guide
- suggesting alternative and supplementary products
- showing model size and fit



## Cart

- up-selling
- allowing users to move items to favorites or wishlist
- allowing users to edit item in cart
- showing total cost (including shipping, taxes and fees)
- offering free shipping on a certain amount

**Automated AI-based product recommendations can streamline and automate processes and ultimately increase your online business revenues.**

## Payment

- allowing users to complete checkout as a guest
- allowing users to create account
- placing labels above input fields
- having auto-format spaces in credit card number

## Other

- supporting mobile gestures
- matching the keyboard with input type
- displaying the benefits of creating an account

**We hope that this checklist will help you improve your e-commerce project. However, if you need any help, please feel free to contact us and we will be happy to assist you.**