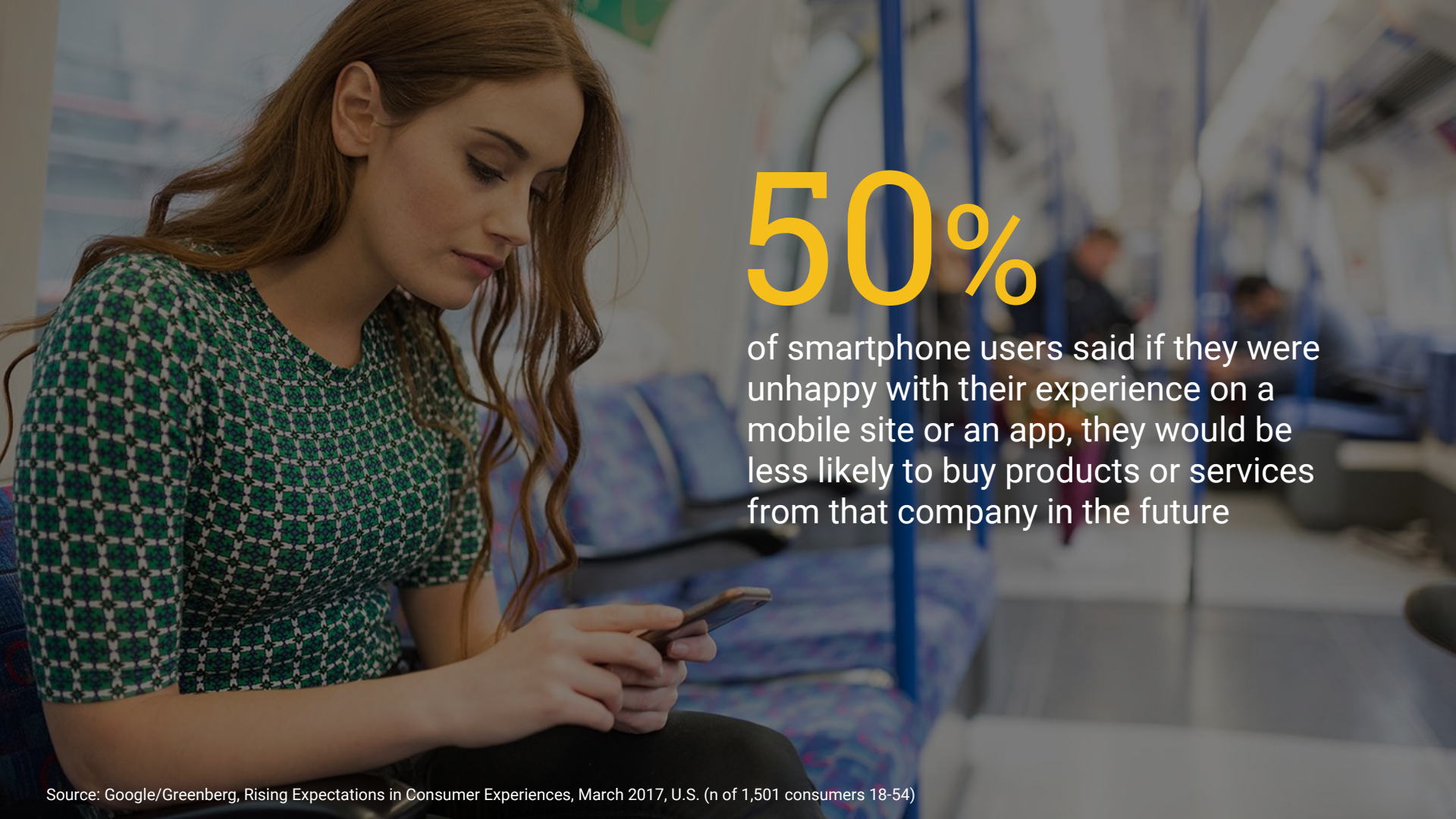
mSite UX - overall approach

[based on 25 principles of mobile site design]

Andrii Krykavskyi
EMEA User Experience & Conversion Specialist, Google Dublin

Google

Proprietary + Confidential



Source: Google/Greenberg, Rising Expectations in Consumer Experiences, March 2017, U.S. (n of 1,501 consumers 18-54)

Opportunity

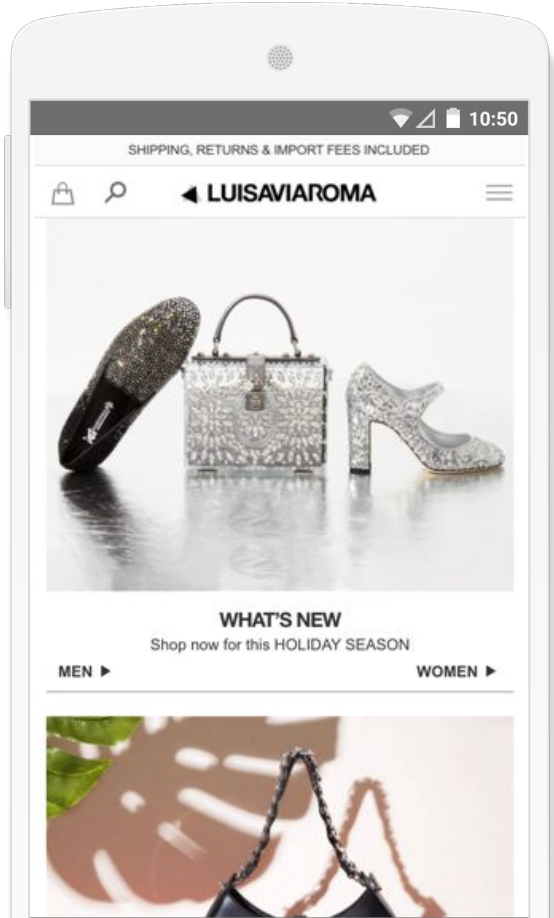
Increasing the mobile conversion rate by only **5%** can bring **additional $$M annualized revenue**

Start with A/B tests for higher site conversion rate!

How to calculate: Google Analytics ecommerce report

Case study: LUISAVIAROMA

Proprietary + Confidential



- 91% increase in mobile transactions
- 53% increase in mobile traffic
- **69% increase in mobile revenue**
- 48% of all transactions are influenced by mobile

Case study link:
http://services.google.com/fh/files/misc/luisaviaroma_ga_external_case_study_final2.pdf

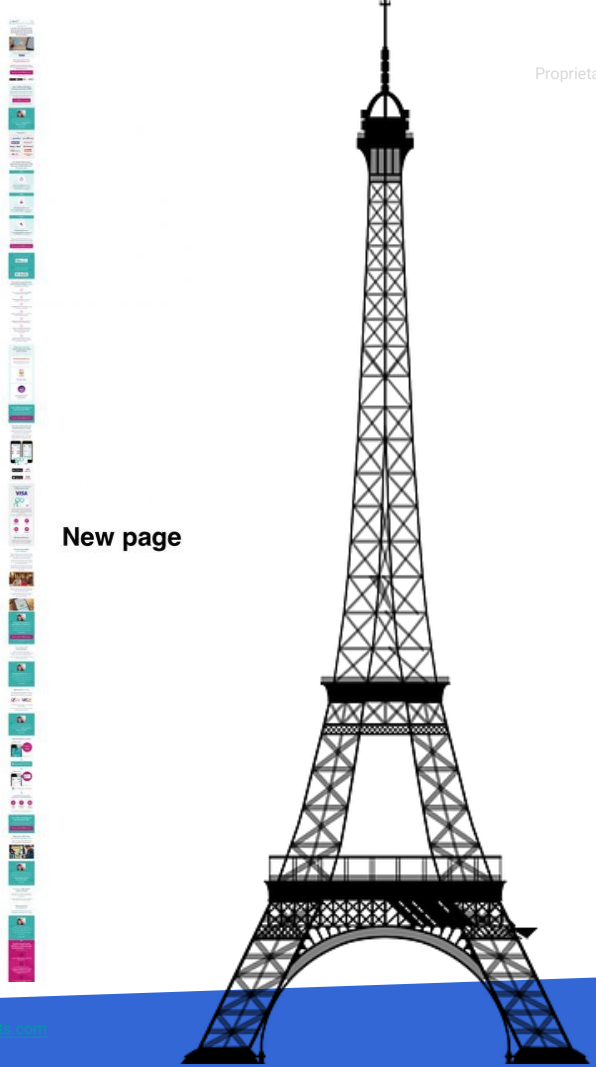
A few success stories....

AMOMA.com	**+21%** Overall Conversion Rate	Link to Case Study
CicekSepeti	**+40%** Mobile Conversion Rate	Link to Case Study
MANGO	**+4%** Online Mobile Revenue	Link to Case Study
nu3	**+25%** Overall Conversion Rate	Link to Case Study
LUISAVIAROMA.COM	**+91%** Mobile Transactions	Link to Case Study
lyst	**+41%** Mobile Conversion Rate	Link to Case Study

Proprietary + Confidential

Which treatment had the highest number of sign-ups?

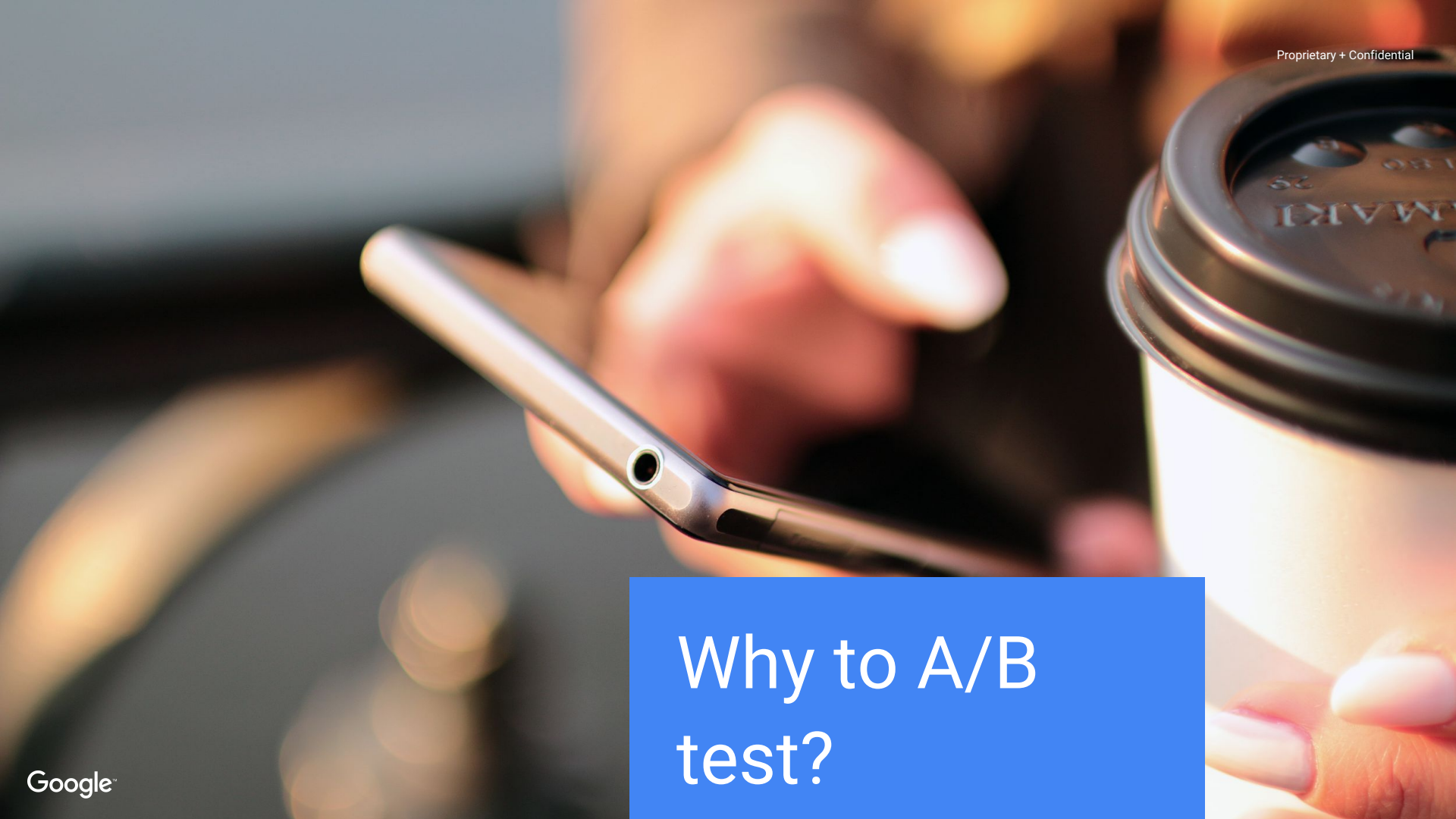
+78% more sign-ups



Source: www.conversion-rate-experts.com

Everything discussed now is for A/B testing!

Proprietary + Confidential



Why to A/B test?

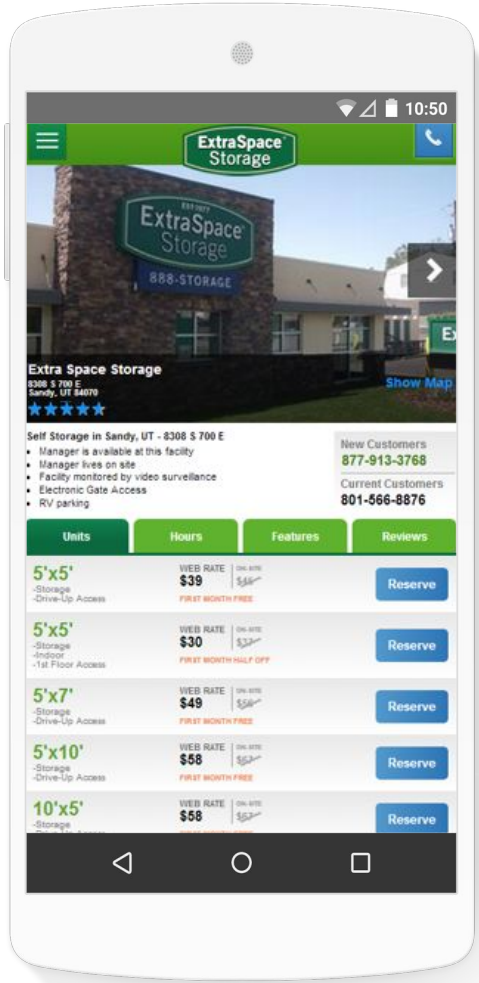
Proprietary + Confidential

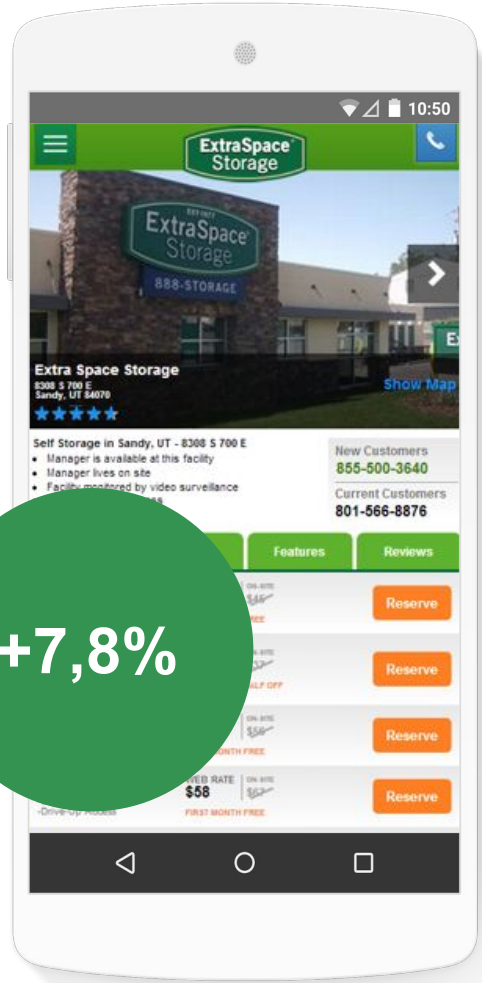
> On average 30% of a/b tests are successful.

Without **a/b testing there is a 70%** chance that you implement a change on your website with no or a negative impact on your revenue

Source: blog.convert.com

Proprietary + Confidential





+7,8%

Source: www.whichtestwon.com

Proprietary + Confidential

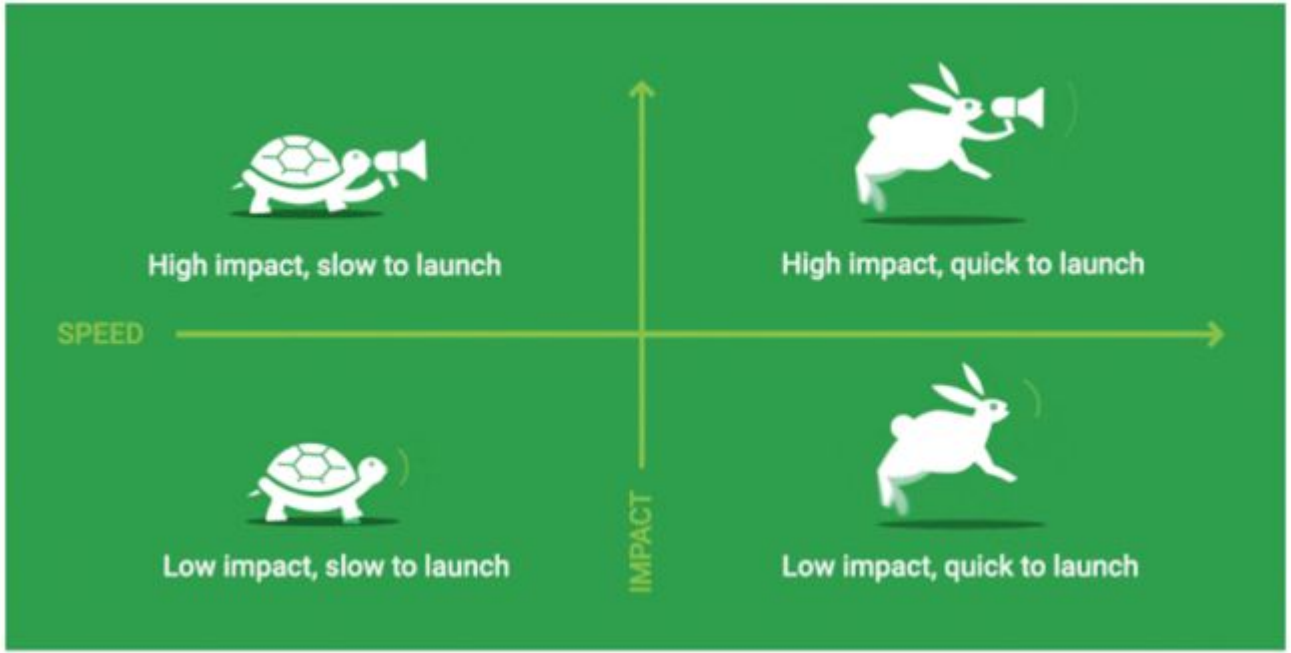
Prioritize

Avoid testing everything at a time. It makes it hard to assess impact.

Source: blog.convert.com

Proprietary + Confidential

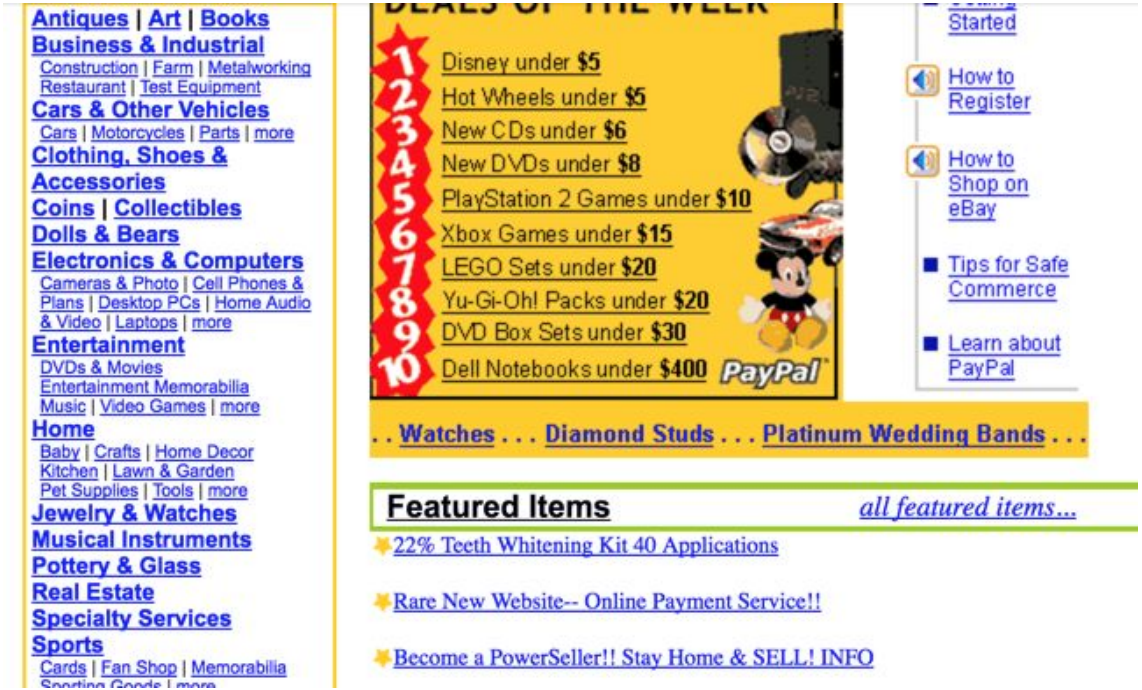
Prioritize: speed-versus-impact grid



Source: https://web.archive.org/web/*/ebay.com

Proprietary + Confidential

What is that?



Source: https://web.archive.org/web/*/ebay.com

Proprietary + Confidential

experian. Your Experian Credit Score? Now FREE FOREVER. Learn more → OPEN

By using eBay, you agree to our use of cookies to enhance your experience.

Hello. Sign in or register | Daily Deals | Sell | Help & Contact My eBay

ebay Shop by category | All Categories Search Advanced

Following Today | Fashion | Home & Garden | Electronics | Leisure | Collectables | Health & Beauty | Motors | Deals & Special Offers | Local

As Good as New

Save up to 50% on refurbished tech vs. new.*

12 Month Warranty

Shop Now →

*Conditions apply.

Smartphones

Computing

Shop the Car Parts you Need

Shop now →

Today's Featured Collections

Google

Conversion Principles

Proprietary + Confidential

EASE OF USE / SITE HYGIENE

FLOW

ATTENTION	ENGAGEMENT	ACTION
Value Propositions	Site Search	Basket / Wishlist
CTAs	Filters / Sorting	Upselling
Visuals	Site Navigation / Urgency	Forms
Cues	Social Proof	Funnel

HOMEPAGE
LANDING PAGE

CATEGORY PAGE
PRODUCT LISTING PAGE
PRODUCT DETAIL PAGE

BASKET / WISHLIST
PAYMENT / ACCOUNT

Google

General Hygiene

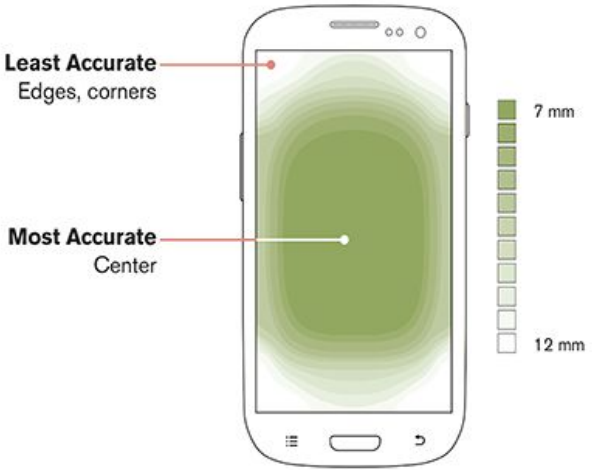
Google

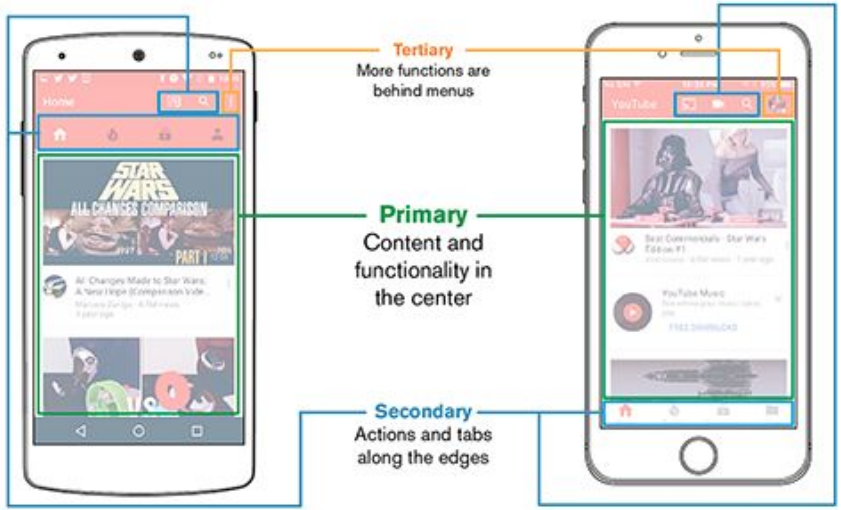
Proprietary + Confidential

RESEARCH

Touch-Friendly Information Design

- “Regardless of the type of touchscreen device, people prefer to **touch the center of the screen**.”
- “[...] always **place** the **primary content at the center** of the screen [...] **Place secondary** actions along **the top and bottom edges**.
- “People prefer to **view content in the center** of the screen. Plus, they notice content in the middle of the screen more quickly and read it more accurately.”



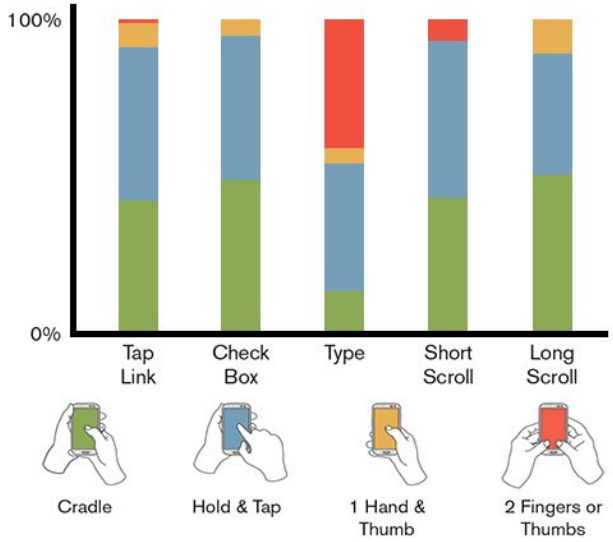


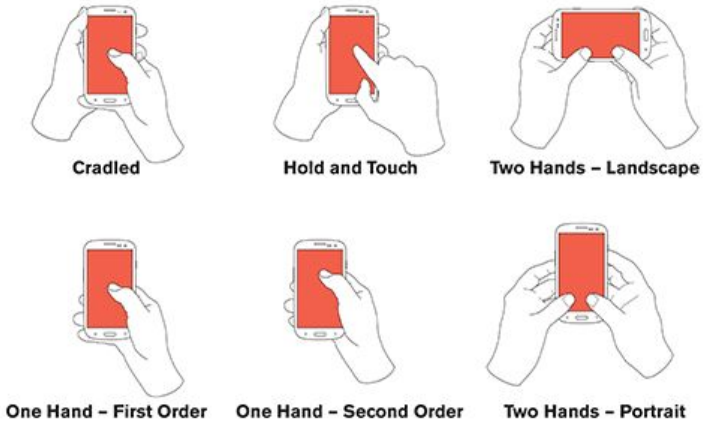
Source: http://www.uxmatters.com/mt/archives/2017/03/design-for-fingers-touch-and-people-part-1.php & http://www.uxmatters.com/mt/archives/2017/05/design-for-fingers-touch-and-people-part-2.php

RESEARCH

How Do Users Hold Mobile Devices?

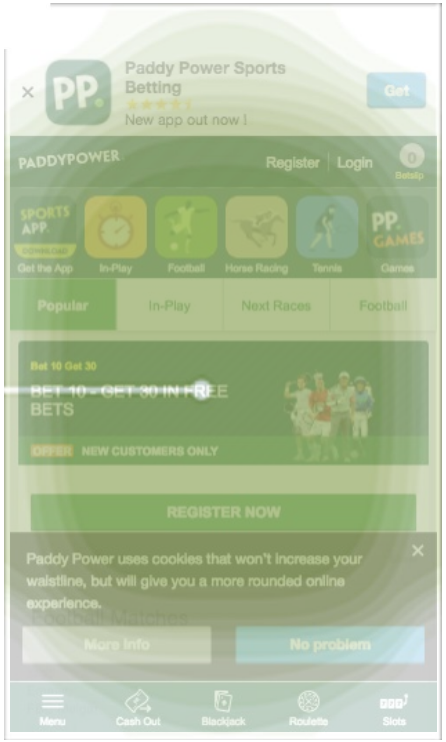
- 75% of users touch the screen only with one thumb.
- Fewer than 50% of users hold their phone with one hand.
- 36% of users cradle their phone, using their second hand for both greater reach and stability.
- 10% of users hold their phone in one hand and tap with a finger of the other hand.

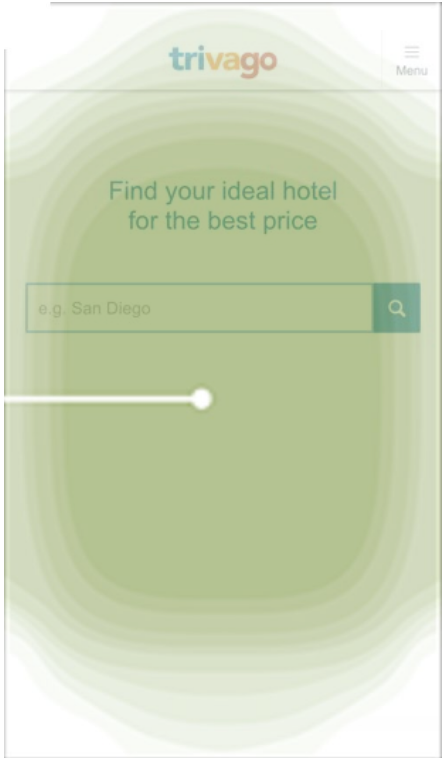




Source: http://www.uxmatters.com/mt/archives/2017/03/design-for-fingers-touch-and-people-part-1.php & http://www.uxmatters.com/mt/archives/2017/05/design-for-fingers-touch-and-people-part-2.php

How far can users reach?

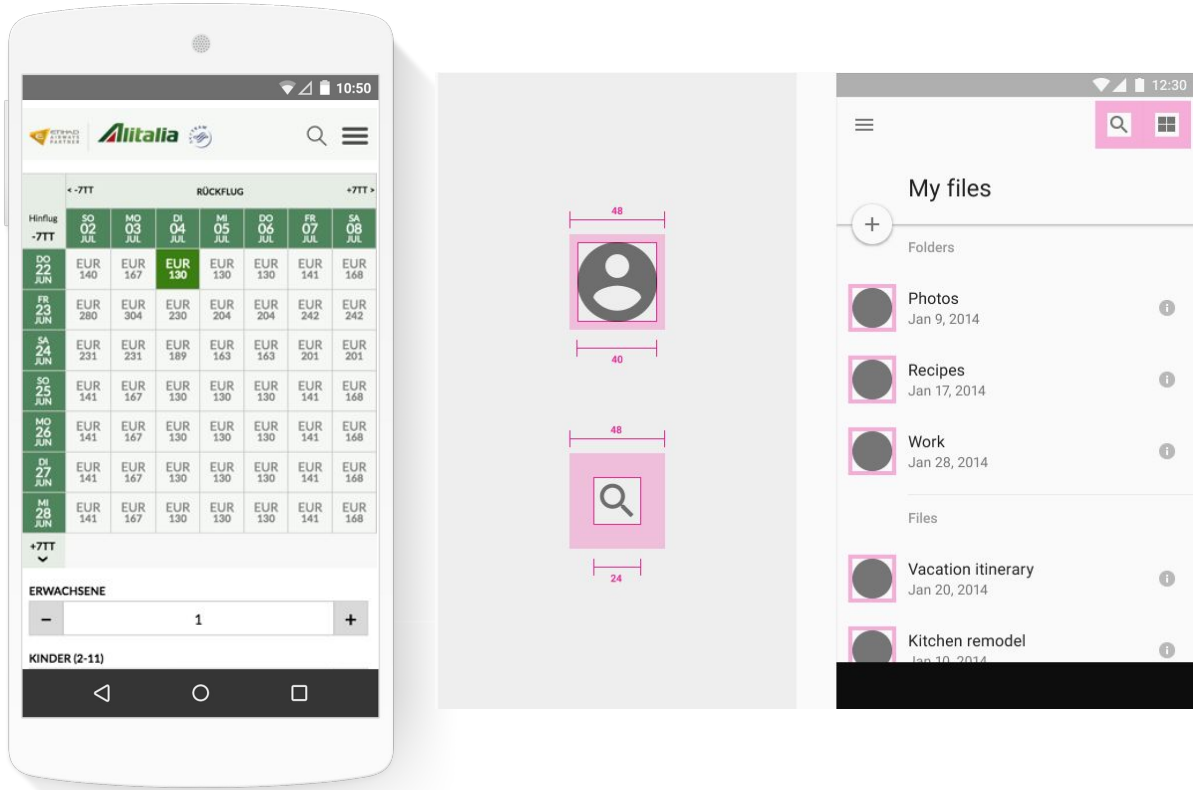




Source: http://www.uxmatters.com/mt/archives/2017/03/design-for-fingers-touch-and-people-part-1.php & http://www.uxmatters.com/mt/archives/2017/05/design-for-fingers-touch-and-people-part-2.php

Confidential + Proprietary

Make sure users are comfortable to tap elements



6

Idea to A/B test: Touch targets extend beyond the visual bounds of an element. For example, an icon may appear to be 24 x 24 dp, but the padding surrounding it comprises the full 48 x 48 dp touch target. (more details)

Attention

Google

Proprietary + Confidential

Conversion Principles

Proprietary + Confidential

EASE OF USE / SITE HYGIENE

FLOW

ATTENTION	ENGAGEMENT	ACTION
Value Propositions	Site Search	Basket / Wishlist
CTAs	Filters / Sorting	Upselling
Visuals	Site Navigation / Urgency	Forms
Cues	Social Proof	Funnel

HOMEPAGE
LANDING PAGE

CATEGORY PAGE
PRODUCT LISTING PAGE
PRODUCT DETAIL PAGE

BASKET / WISHLIST
PAYMENT / ACCOUNT

Google

Proprietary + Confidential

The 3 most important elements of the homepage

1. A clear **Value Proposition**
2. A clear **Call To Action**
3. **Visuals** of your products/services

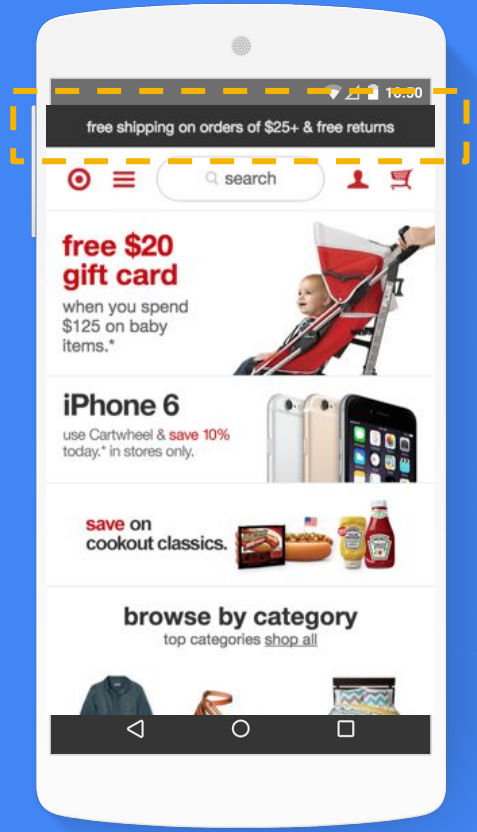
amazon.co.uk

Elements of a good value proposition

- ★ **Add value/resolve anxiety** from the start.
- ★ Not a slogan nor a positioning statement.
- ★ **Specific, customer-oriented, with a clear benefit and answer the question "Why buy from you?"**
- ★ **Number 1 concern in retail is about delivery costs**. Use "Free delivery" if you can or clarify the delivery costs from the start.

EXAMPLE

Proprietary + Confidential



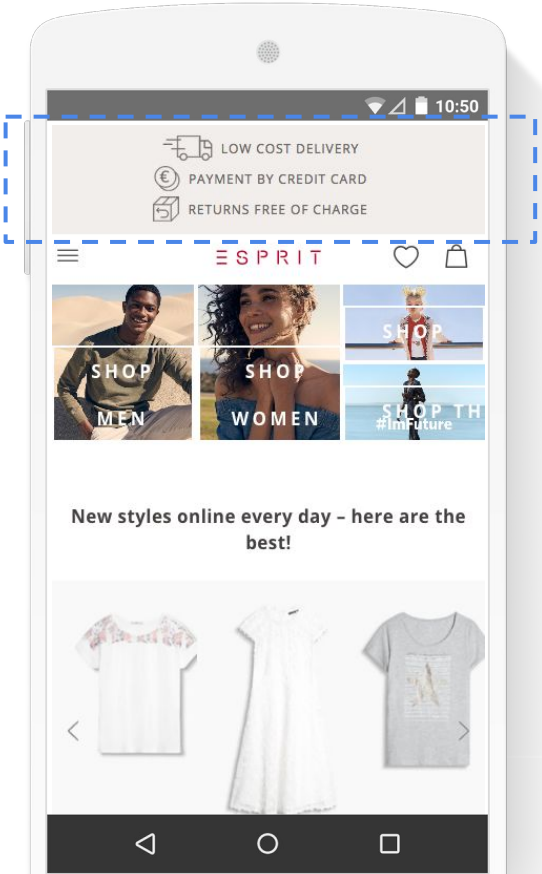
target.com

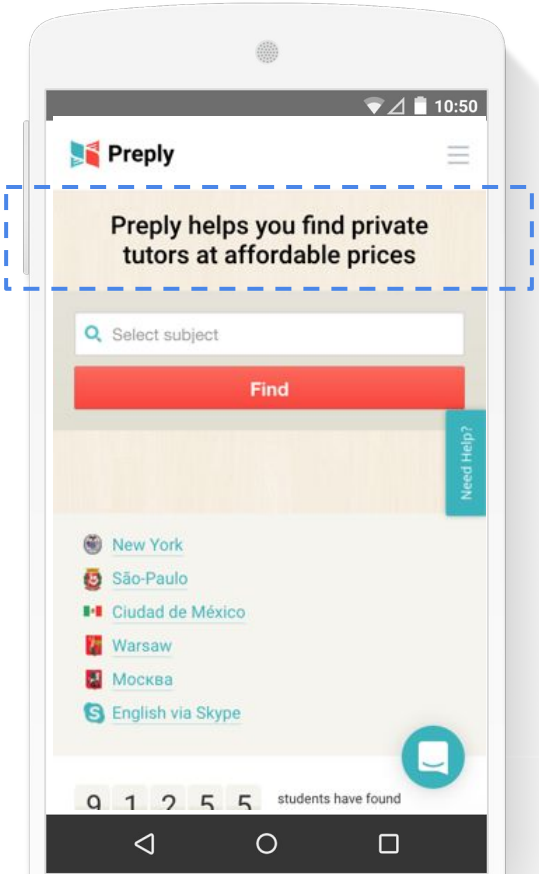
Main value propositions (interpreted)

Proprietary + Confidential

1. Free delivery, return
2. Free trial
3. 20% discount
4. Secure payment

Try exposing your main **value proposition** prominently





Proprietary + Confidential

Ensure your users are always aware of your value propositions. Show it prominently.

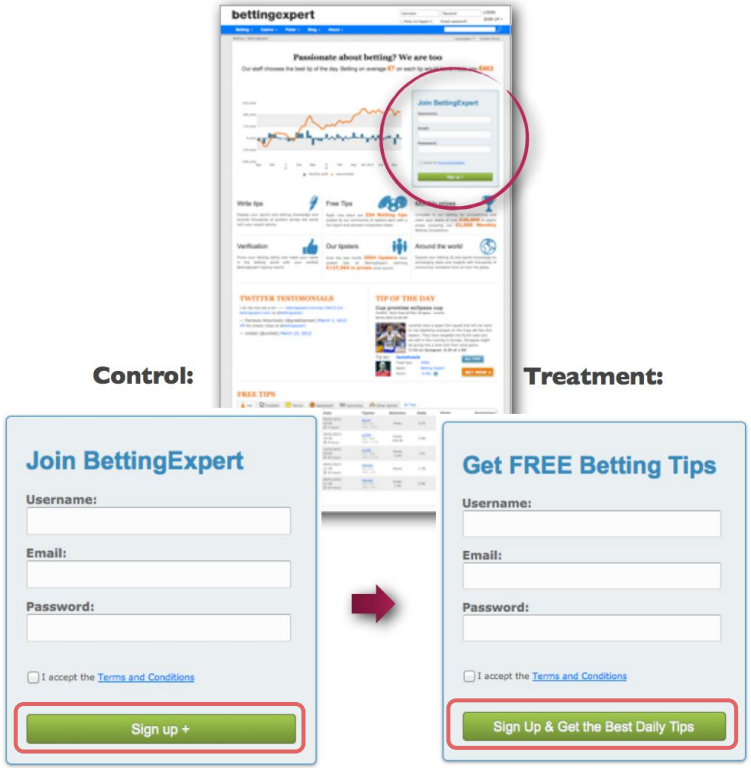
Google

Sign Up

Sign Up & Get the Best Daily Tips

Proprietary + Confidential

Focus on benefit oriented call-to-actions

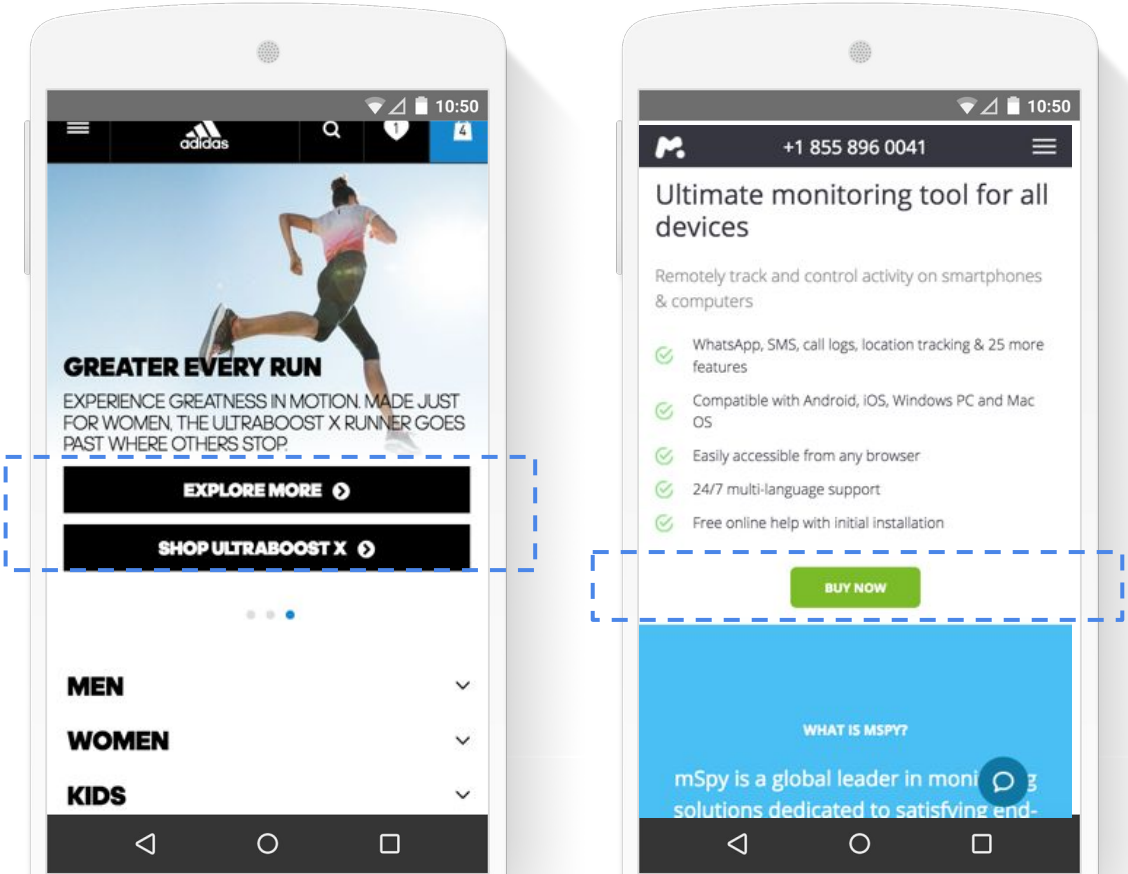


BettingExpert.com tweaked the **form copy** (headline & button text), led to an increase of **33% in membership sign-ups**

Original: Sign Up
Test: Sign Up & Get the Best Daily Tips

Try adding **call to action** clearly

Proprietary + Confidential



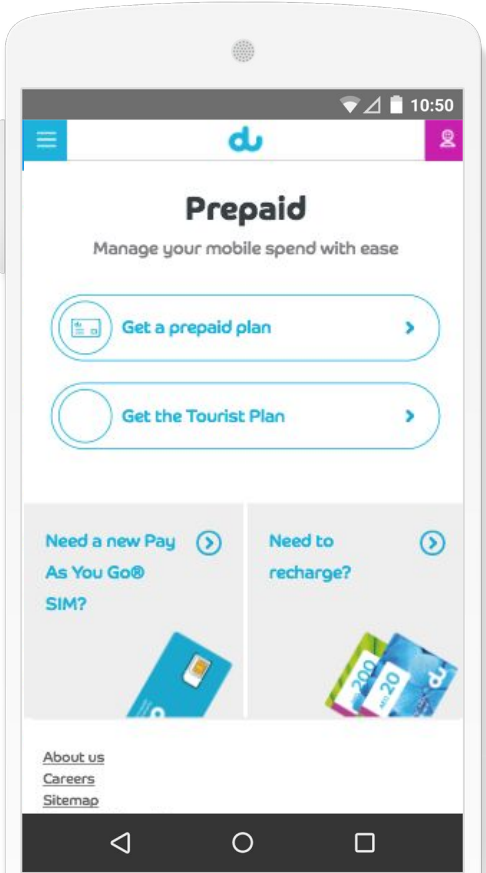
Ensure your users are always aware of your value propositions. Show it prominently.

Google

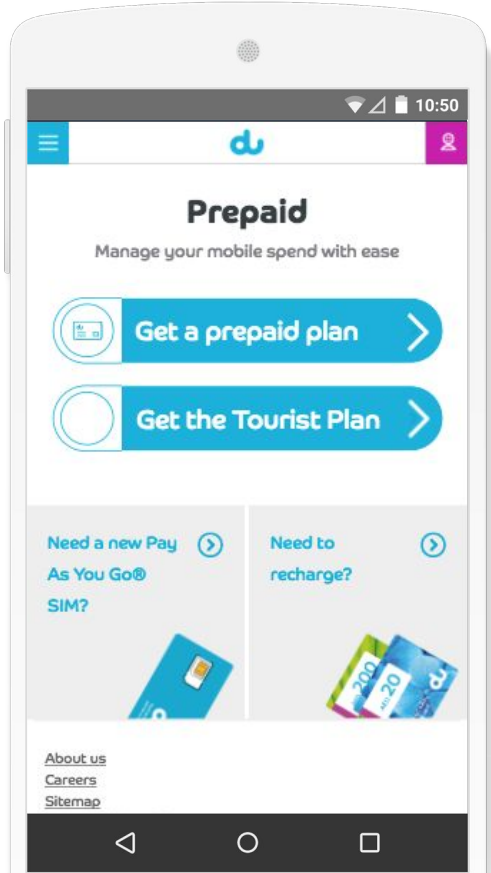
Try adding call to action clearly

Proprietary + Confidential

Option 1



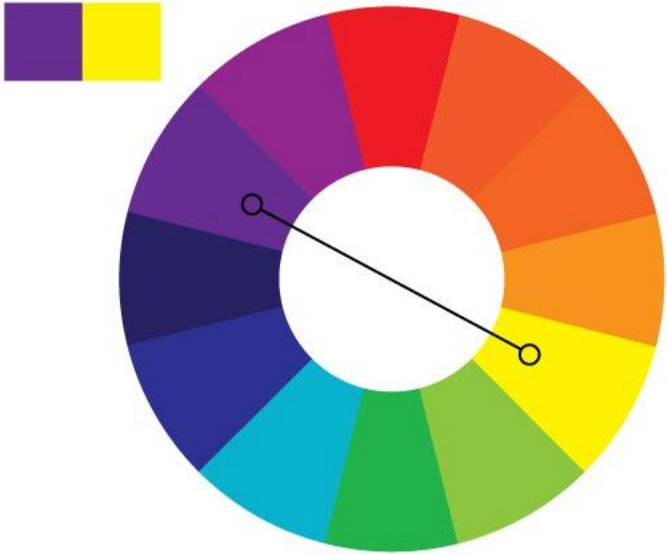
Option 2

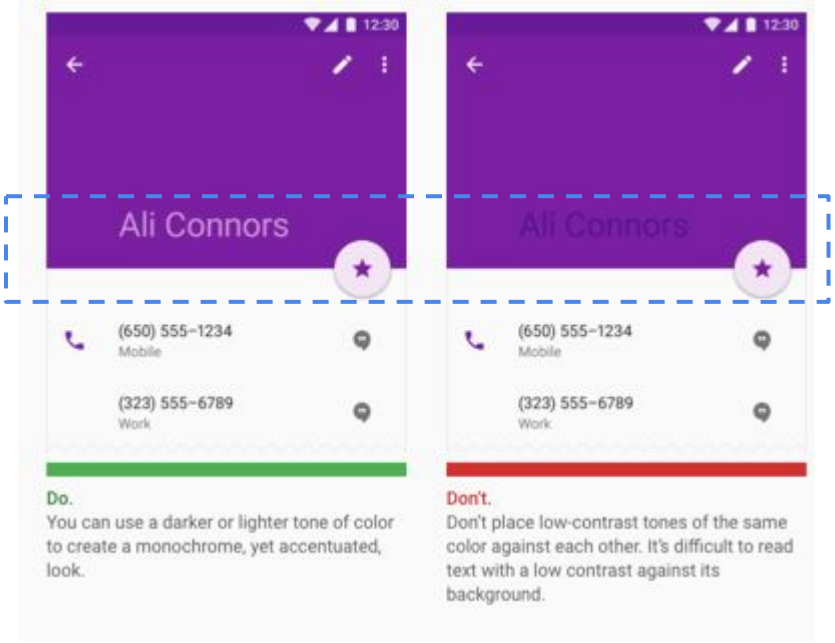


Guide your users: Try showing call to action prominently and play with contrasts.

Google

Proprietary + Confidential

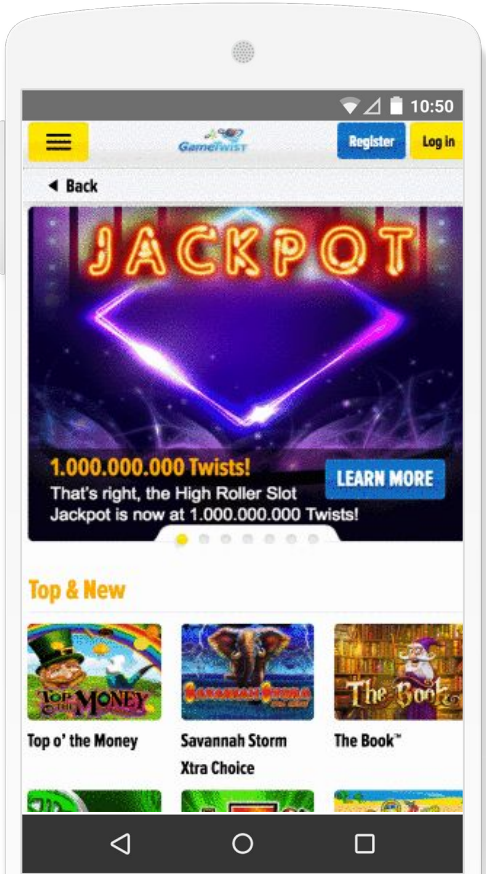




This color wheel depicts contrasting CTA colors opposite to their main colors. You can simply pick the color shown opposite to your site's background color from the color wheel and test it out. Check: google material design.

Be careful with image sliders

Proprietary + Confidential



Idea to A/B test: Automatic image sliders can be tricky, as take too much space and attention, which drags the focus away from important CTAs.

What's more, users can't go back to the messages they like.

Thus, you could try "user initiated" image sliders where you let people swipe to see your different offers.

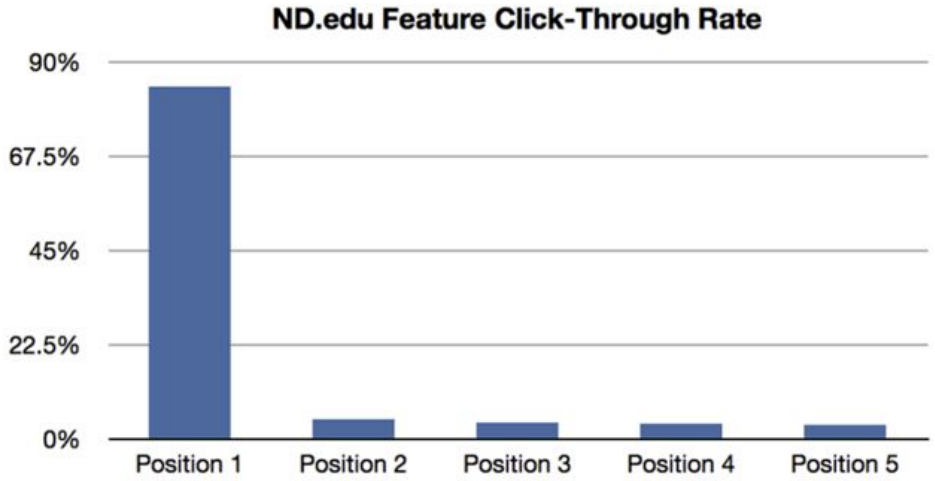
Indicate that they can do it by displaying a part of the next image and use dots.

RESEARCH

Statistics show that carousels rarely work

Proprietary + Confidential

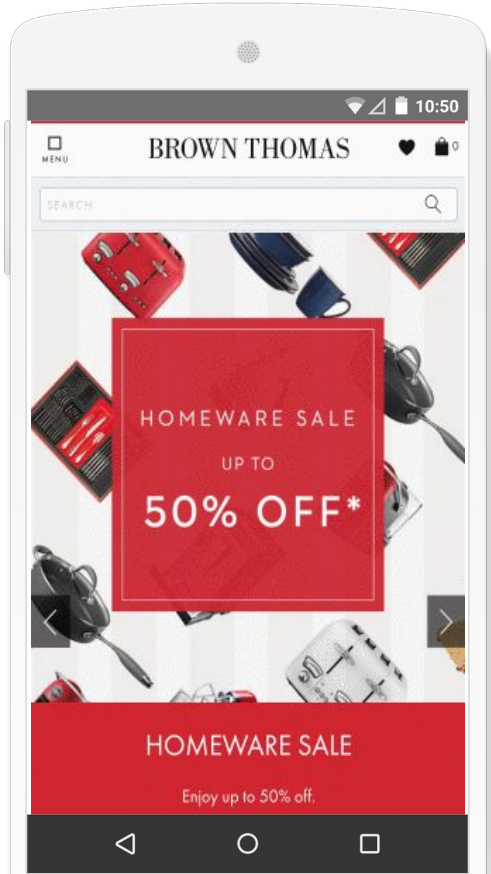
Carousels can be perceived as banners and therefore will be ignored.
The user should be always in control.

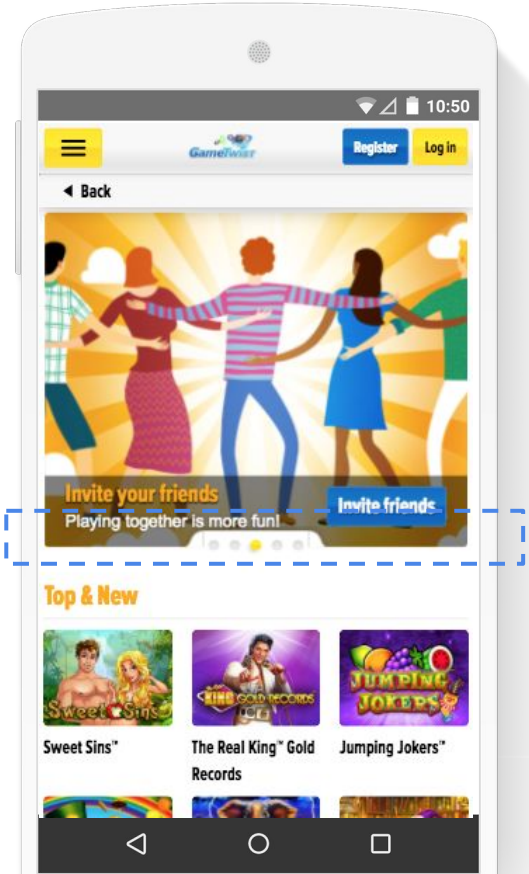


source: http://conversionxl.com/dont-use-automatic-image-sliders-or-carousels-ignore-the-fad/ & https://erikrunyon.com/2013/01/carousel-stats/ & https://www.nngroup.com/articles/auto-forwarding/

Be careful with image sliders

Proprietary + Confidential





Idea to A/B test: Automatic image sliders can be tricky, as take too much space and attention, which drags the focus away from important CTAs.

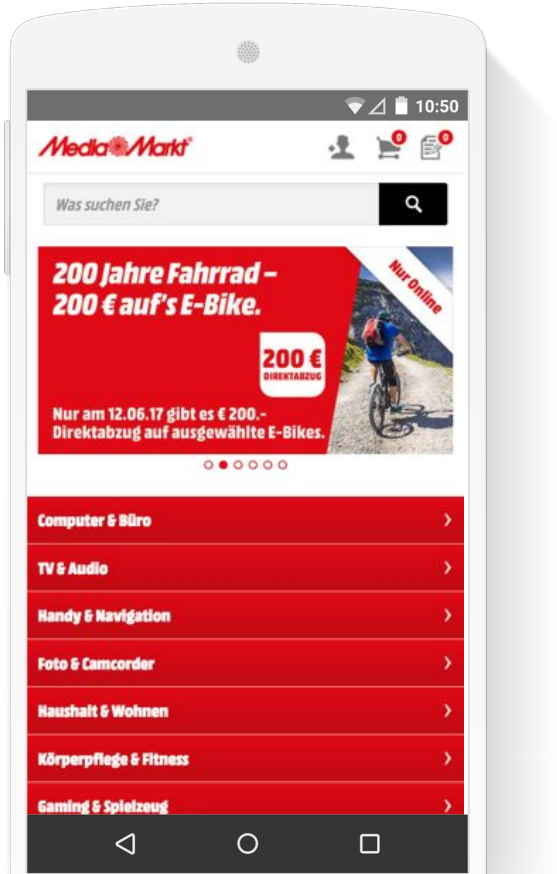
What's more, users can't go back to the messages they like.

Thus, you could try "user initiated" image sliders where you let people swipe to see your different offers.

Indicate that they can do it by displaying a part of the next image and use dots.

Google

Retail: 30-40% of the space on homepage goes to the top-level categories



Proprietary + Confidential

Idea to A/B test:

When landing on the homepage of a new site, users will try to infer the scope of the site they've landed on.

On the homepage and landing pages, brands should give references to minimum of 30-40% of the top-level categories

Engagement

Google

Proprietary + Confidential

Conversion Principles

Proprietary + Confidential

EASE OF USE / SITE HYGIENE

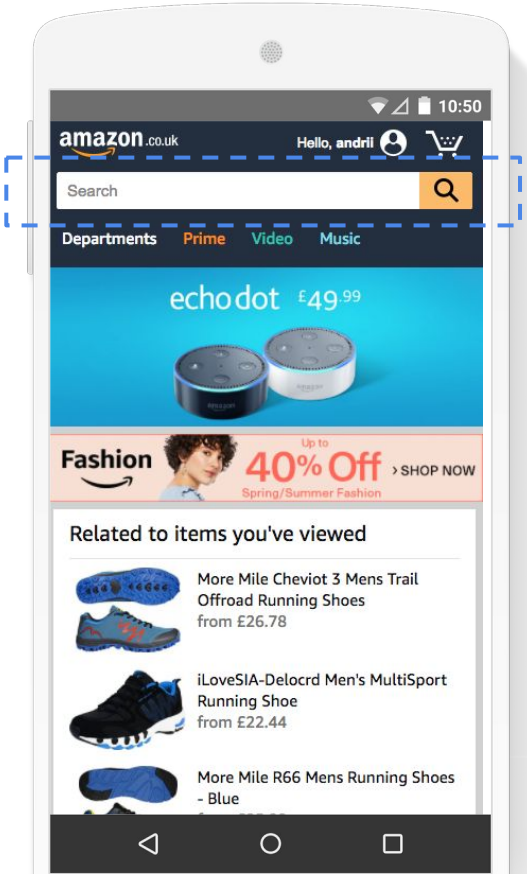
FLOW

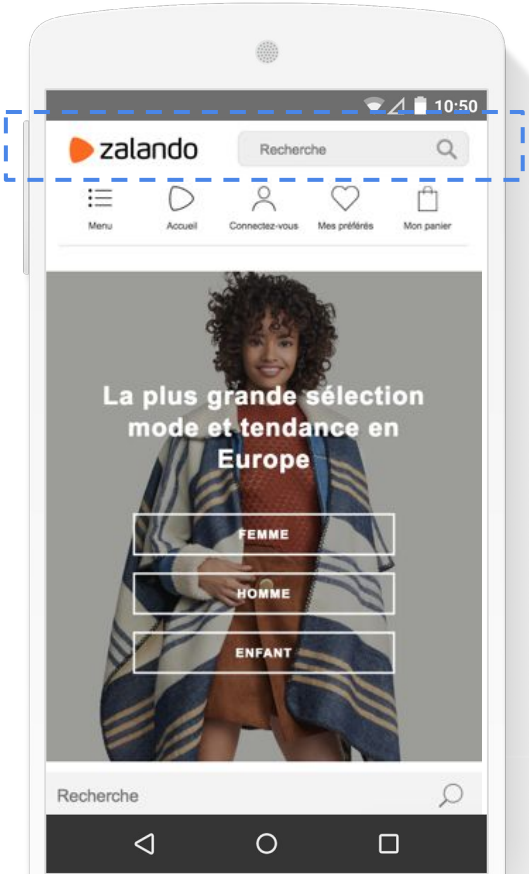
ATTENTION	ENGAGEMENT	ACTION
Value Propositions	Site Search	Basket / Wishlist
CTAs	Filters / Sorting	Upselling
Visuals	Site Navigation / Urgency	Forms
Cues	Social Proof	Funnel
HOMEPAGE LANDING PAGE	CATEGORY PAGE PRODUCT LISTING PAGE PRODUCT DETAIL PAGE	BASKET / WISHLIST PAYMENT / ACCOUNT

Google

Try to show search prominently

Proprietary + Confidential





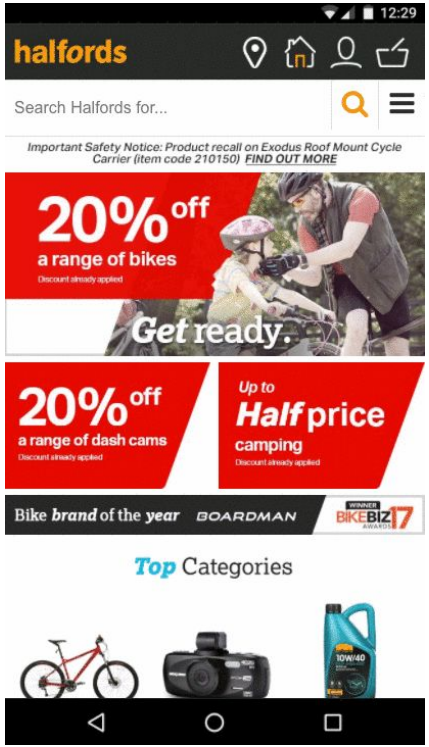
Search bar is very actively used on websites of specific types (retail, travel).

Users, who engage with search generate 2-3x higher conversion rates, therefore, are 2-3x more valuable.

Zalando shows a prominent search bar using the full width of the screen, also indicating what it is that users can search for.

Google

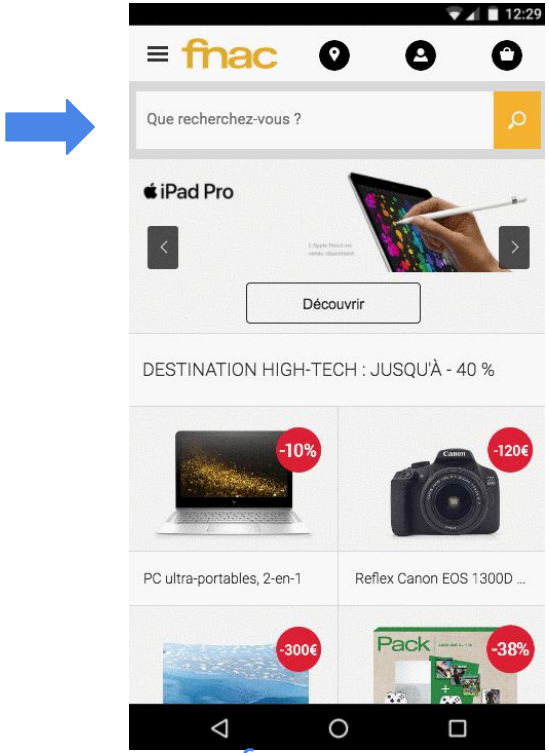
A/B testing iteration: search bar sticky on the top



halfords.com

Try to to stick the search bar to the top of the page like Halfords does.

Next A/B testing iteration: header sticky on the top



fnac.com

Go even further by making the whole header sticky on the top of the page like fnac does.

RESEARCH

Proprietary + Confidential

If not used correctly
Site Search can lead to bad user experience

- 22% of searches give zero results
- 85% of searches don't return what the user is looking for
- 80% will abandon the website

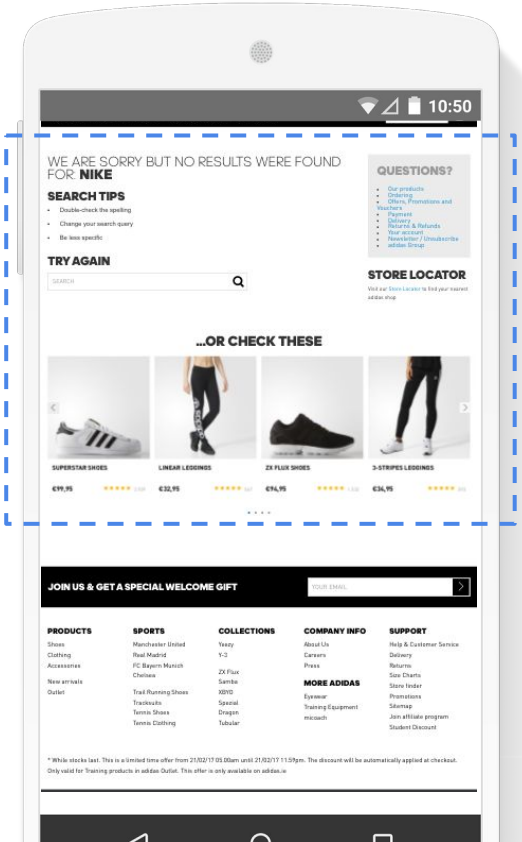
source: http://conversionxl.com/copywriting-based-on-the-science-of-persuasion/

Avoid dead ends in the user experience

If no search result is returned try to give users an alternative

Proprietary + Confidential

Adidas.com



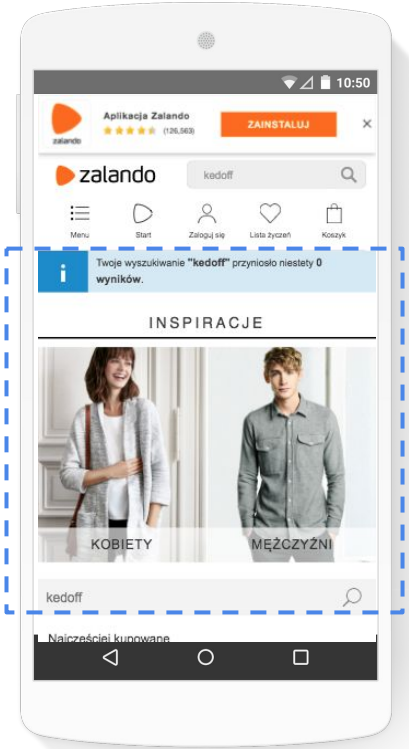
Idea: provide users with a clear call to action, avoid dead ends. Inspire!

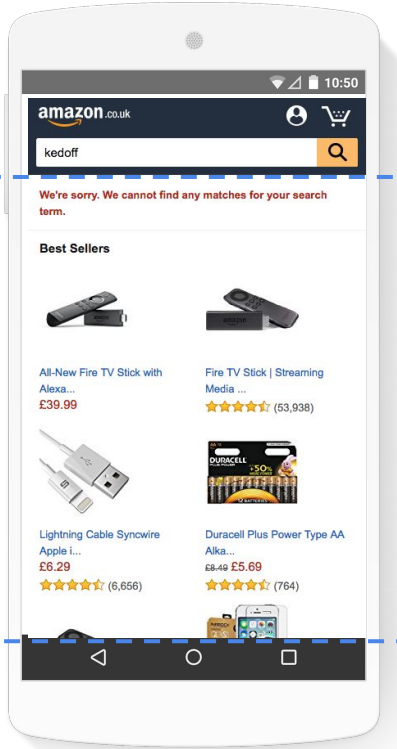
Highlight your most popular products to ensure that users are not getting stuck.

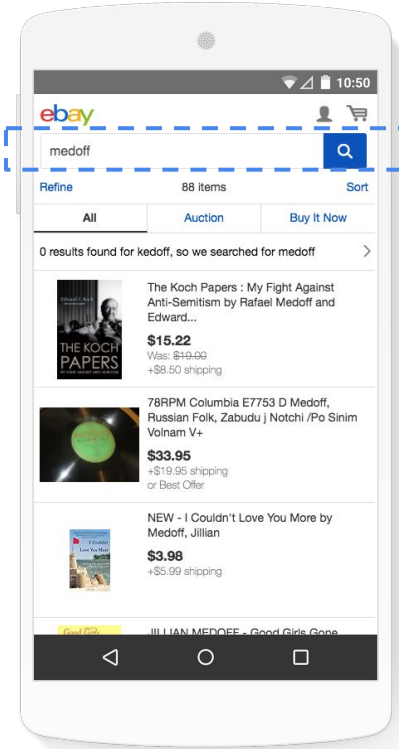
Google

Proprietary + Confidential

More ideas

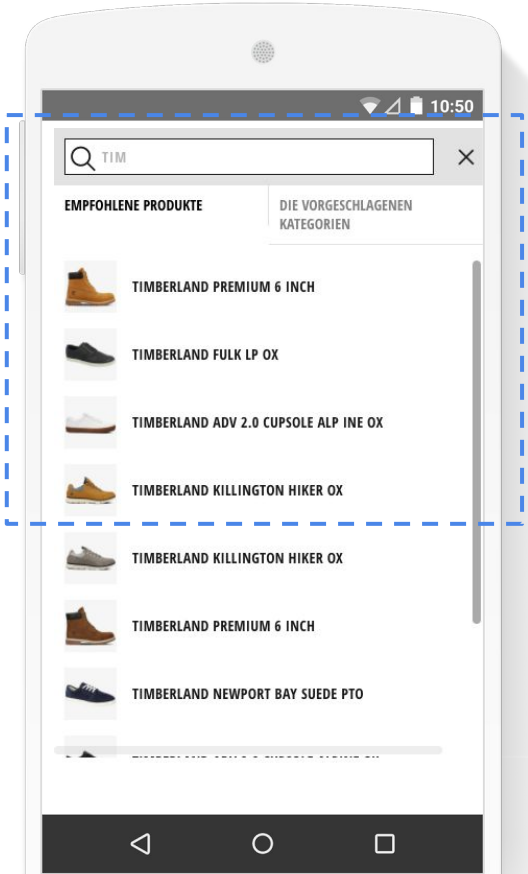






Try to offer recommendations while users are typing

sizeer.de

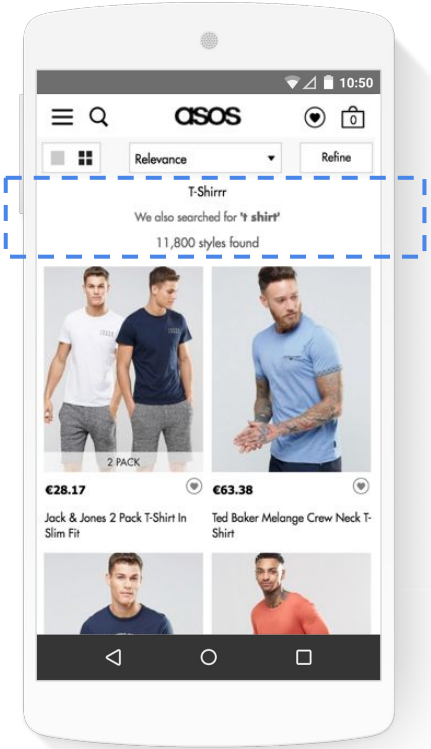


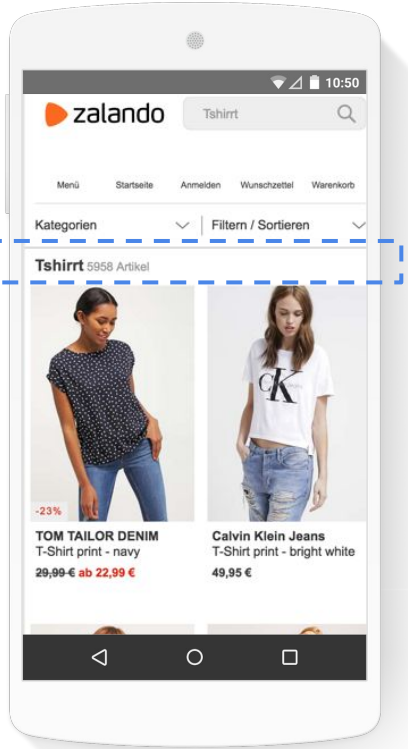
Proprietary + Confidential

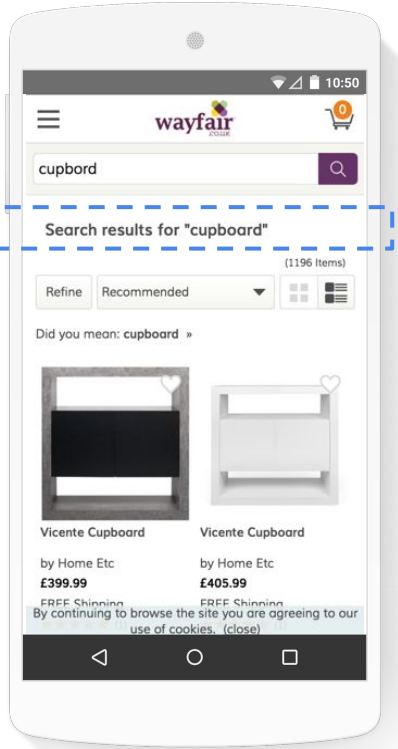
Idea: By offering recommendations you ensure that users find can find the products they are looking for more easily. Please ensure your site search returns the strongest results first.

Try implementing an autocorrect function to compensate for common spelling mistakes

Proprietary + Confidential







Source: asos, zalando, wayfair

Proprietary + Confidential

> “the hamburger button is almost as popular as search on mobile websites”

Apparel and Accessories sites had on average the highest hamburger menu engagement rate (26%). And within that category, certain sites had as much as 59% of mobile site visitors interacting with the hamburger menu.

Source: www.moovweb.com

RESEARCH

“Hamburger” versus Text menu icon

Proprietary + Confidential

1st Test

Original

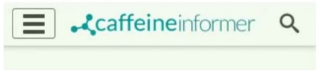
-22.2% (CvR)

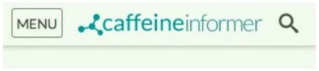
+5.7% (CvR)

+12.9% (CvR)

2nd Test

240,000
unique mobile visitors





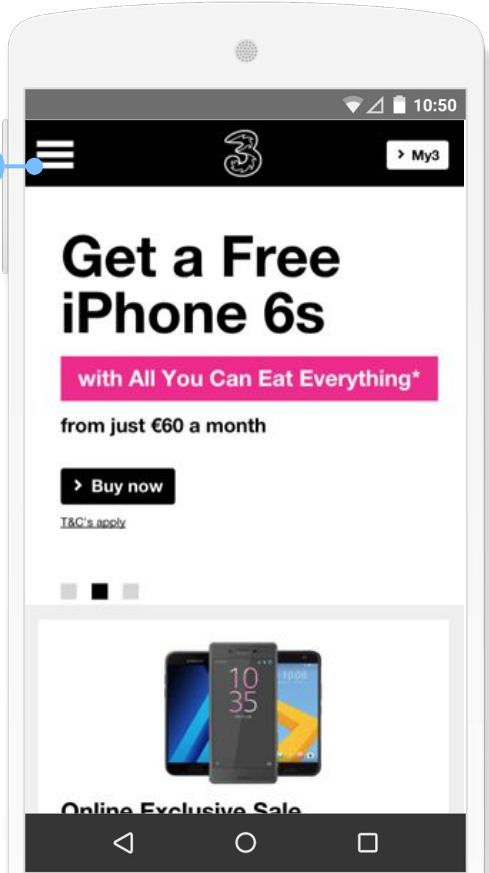
“MENU was selected by 20% more unique visitors than the icon.”

Source: http://exisweb.net/mobile-menu-abtest & http://exisweb.net/menu-eats-hamburger & http://mor10.com/hamburger-bad/

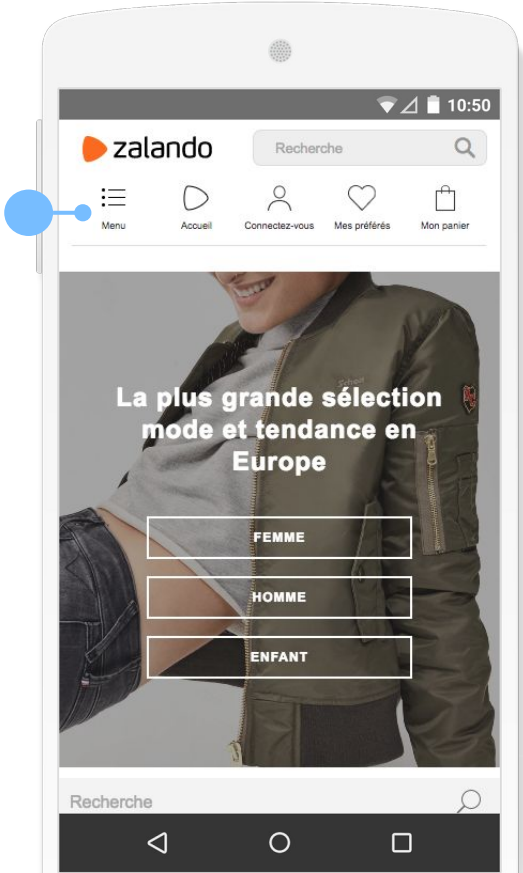
Hamburger menu

Proprietary + Confidential

three.ie



zalando

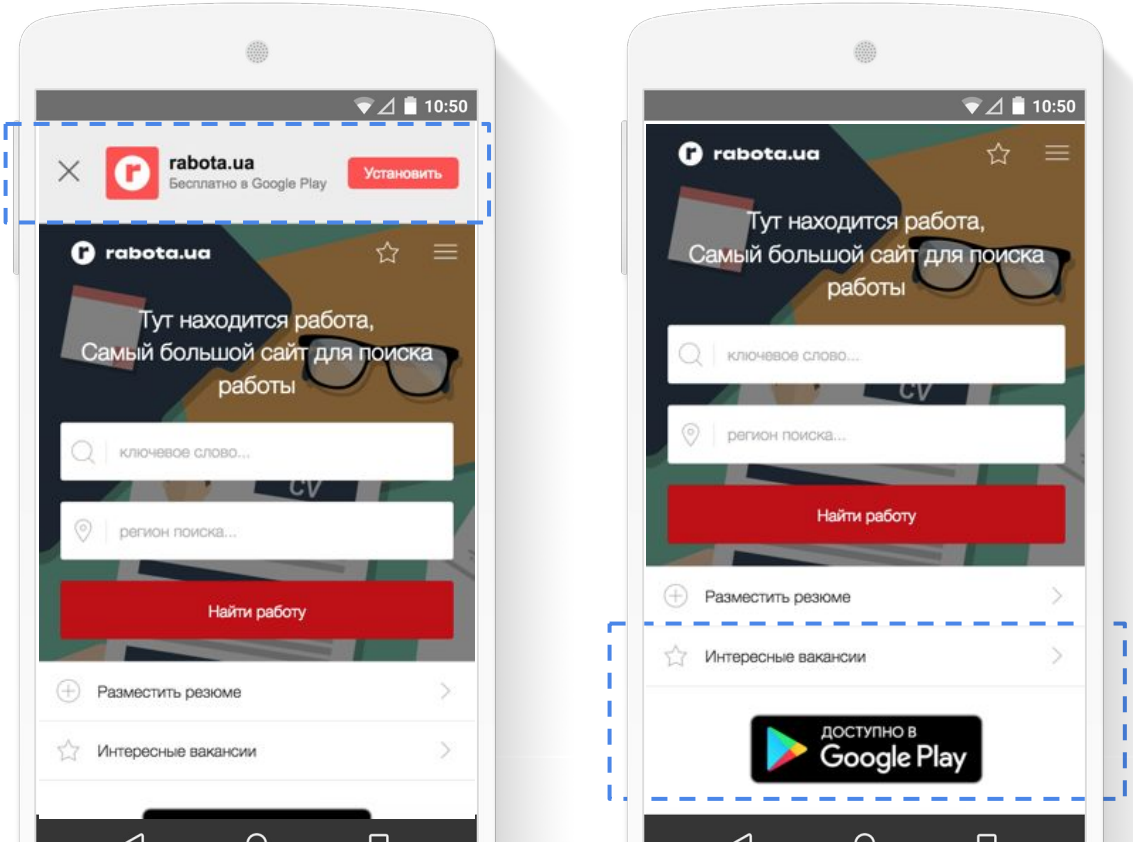


Consider testing different versions of menu icon - with / without text

Google

A/B test the position of the app promo banner: top and bottom of the screen

Proprietary + Confidential



When users visit the homepage they see the app promo message. This might block the user from the ability to navigate through the site or to engage with their account.

A/B test both option.

Google

Action

Google

Proprietary + Confidential

Conversion Principles

Proprietary + Confidential

EASE OF USE / SITE HYGIENE

FLOW

ATTENTION	ENGAGEMENT	ACTION
Value Propositions	Site Search	Basket / Wishlist
CTAs	Filters / Sorting	Upselling
Visuals	Site Navigation / Urgency	Forms
Cues	Social Proof	Funnel

HOMEPAGE
LANDING PAGE

CATEGORY PAGE
PRODUCT LISTING PAGE
PRODUCT DETAIL PAGE

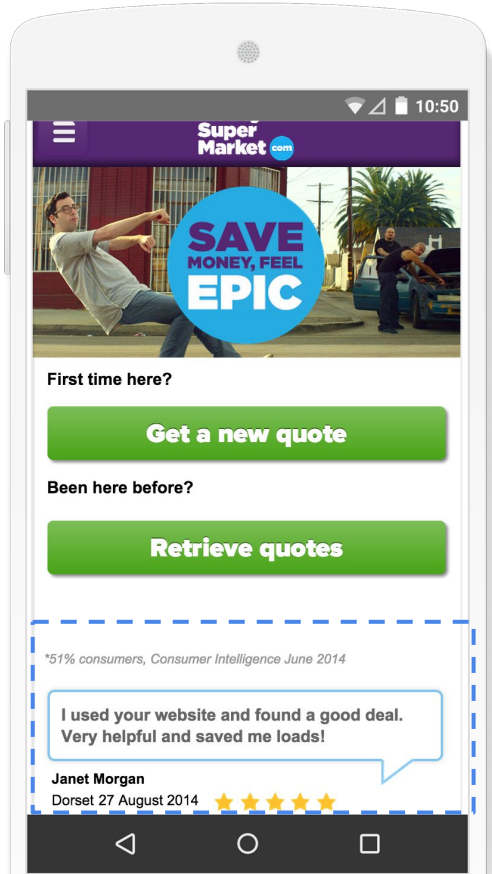
BASKET / WISHLIST
PAYMENT / ACCOUNT

Google

Try to use social proof

Proprietary + Confidential

moneysupermarket.com



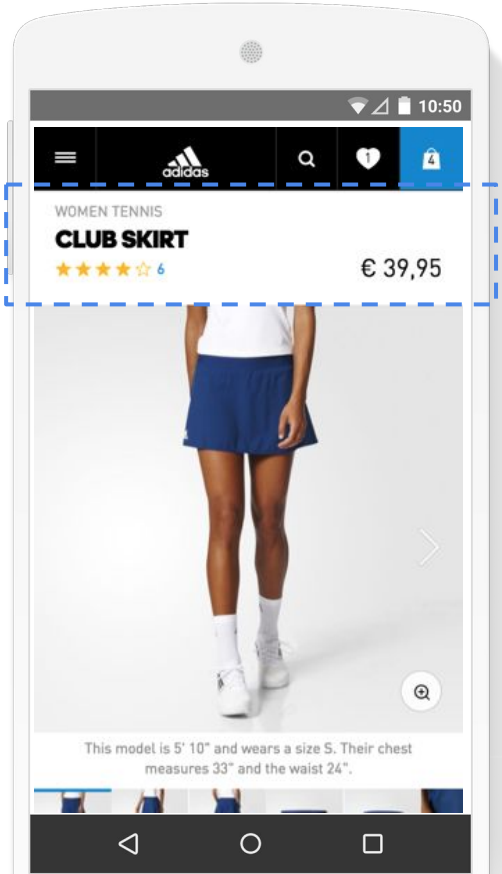
According to a Nielsen report 70% of consumers trust consumer opinions online. 63% more likely to buy when reviews are displayed

Idea to A/B test: use social proof (eg. user testimonials, ratings, number of people using your services/products etc.) on mobile experience

Google

Social proof in Retail

Proprietary + Confidential

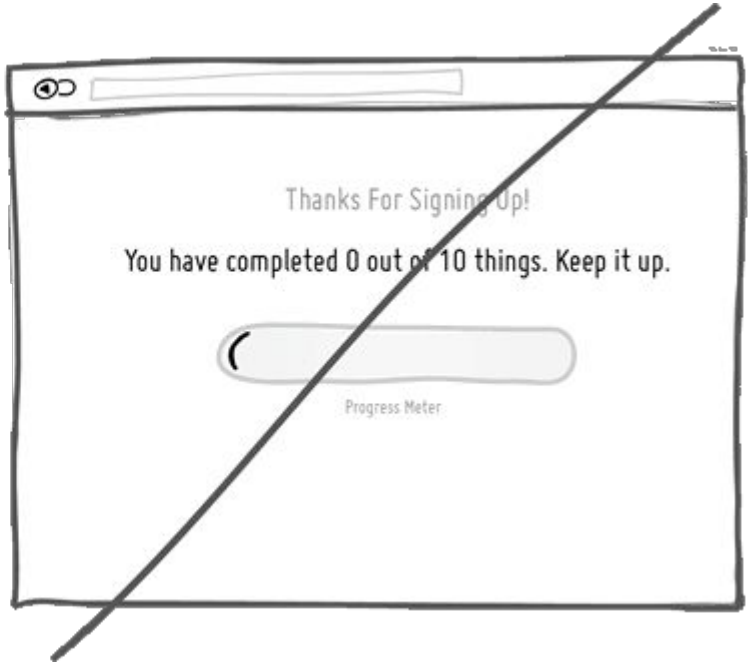


Idea to A/B test: use social proof (eg. user testimonials, ratings, number of people using your services/products etc.) on mobile experience

Google

Try Upfront Progress instead of starting with a blank

There is more motivation for getting things done the closer we are to completion



source: https://goodui.org/#42

Google

RESEARCH

Proprietary + Confidential

Urgency is a powerful **motivator**, if done well.
There are 3 ways to create urgency:

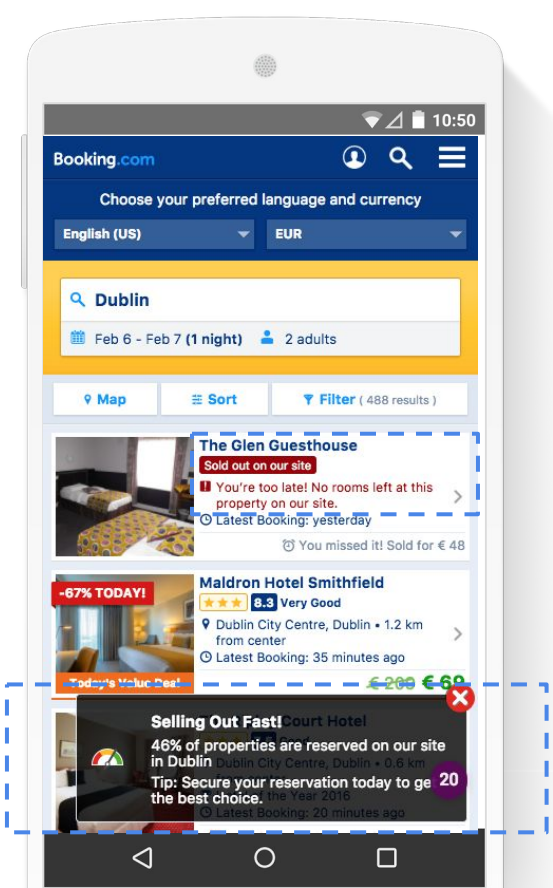
- **Quantity limitations** (Only 3 tickets left at this price)
- **Time limitations** (Discounted tickets until July 1st)
- **Contextual limitations** (Valentine's Day is coming, get a gift now)

source: http://conversionxl.com/how-to-increase-sales-online-the-checklist/

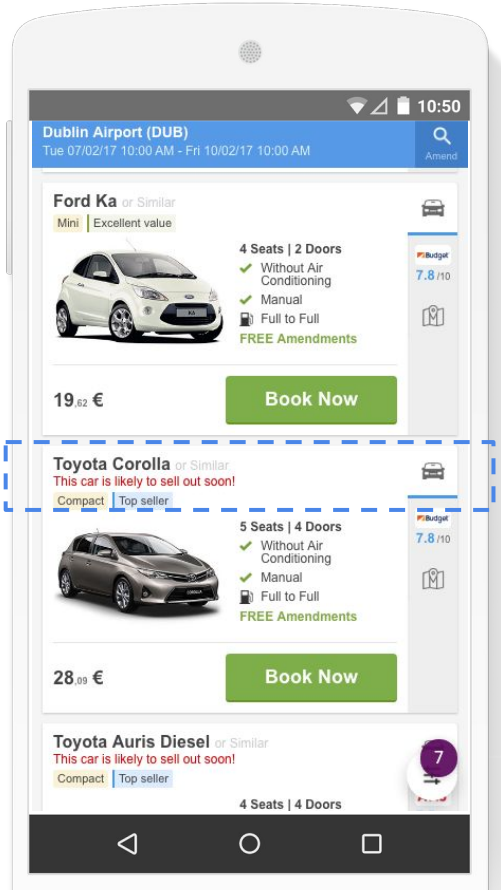
Urgency is a powerful motivator, if done well

Proprietary + Confidential

bookin.com



rentalcars



Idea: Test urgency elements on the relevant pages

Google

Proprietary + Confidential

RESEARCH

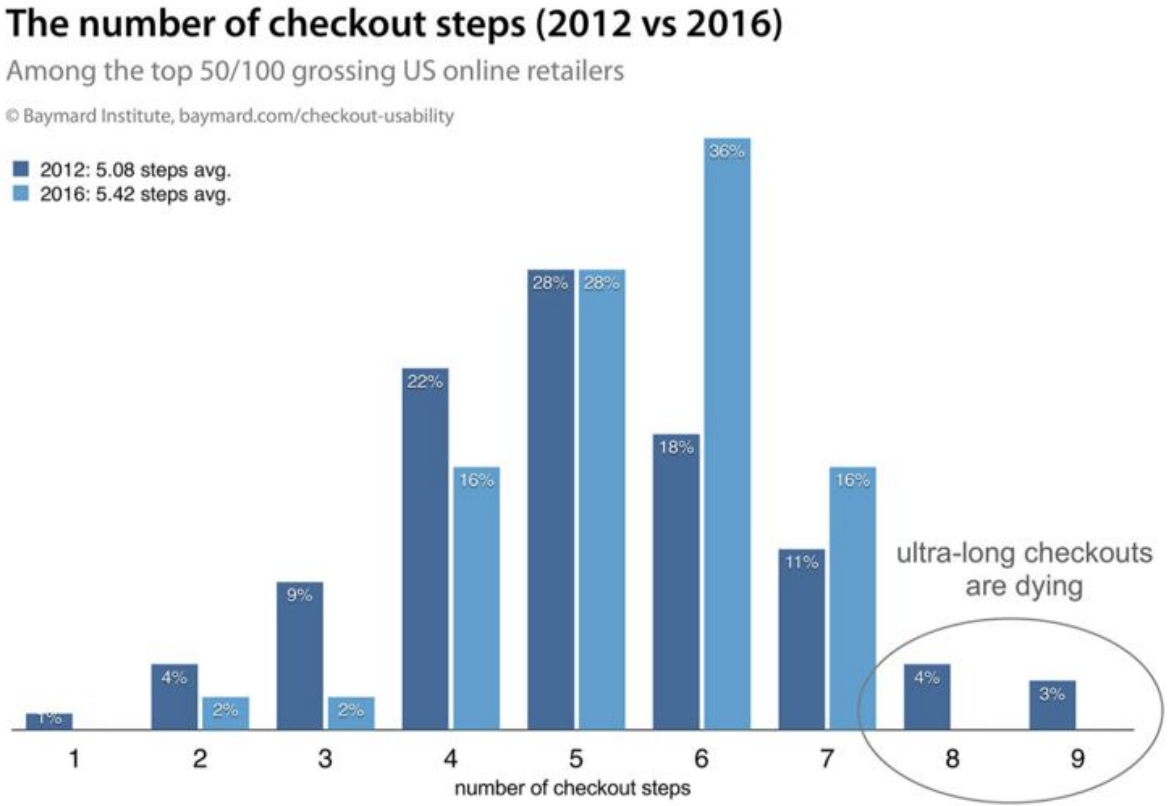
Average checkout displays twice as many form fields as needed

the average checkout contains 14.88 form fields. Yet our checkout usability testing also reveals that most sites can achieve a 20-60% reduction in the number of form fields displayed by default.

Source:https://baymard.com/blog/checkout-flow-average-form-fields

RESEARCH

Shift is towards 6- and 7-step checkout flows – with a 6-step checkout flow now being the most common



Source:https://baymard.com/blog/checkout-flow-average-form-fields

Proprietary + Confidential

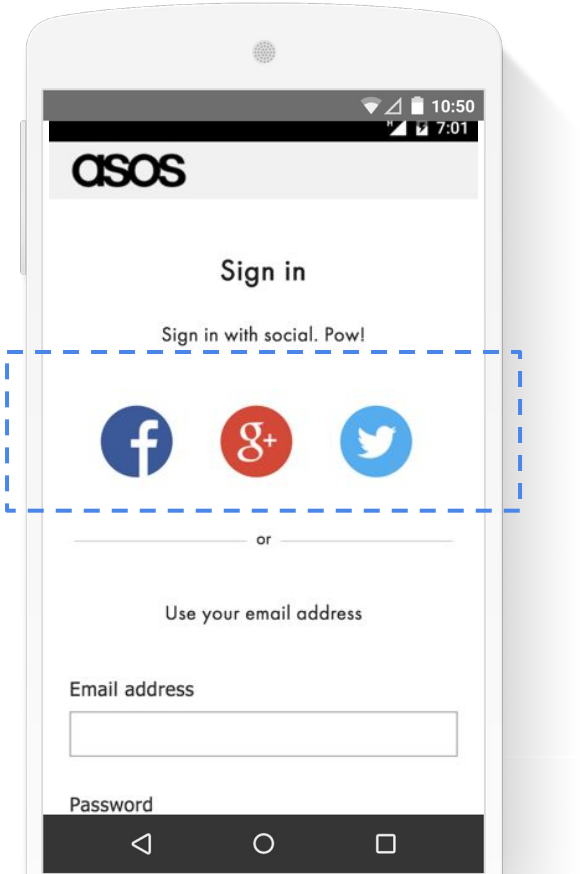
RESEARCH

"With further optimization work we find that checkout flows with as little as 6-8 form fields can be achieved."

Baymard Institute.
Authored by Christian Holst. Published on November 8, 2016.

Try using social media for easier login and registration

Proprietary + Confidential



Idea to A/B Test: Also consider enabling social login.

For users it can be more convenient to use social accounts for signing in and registration to avoid creating and having to remember a password.

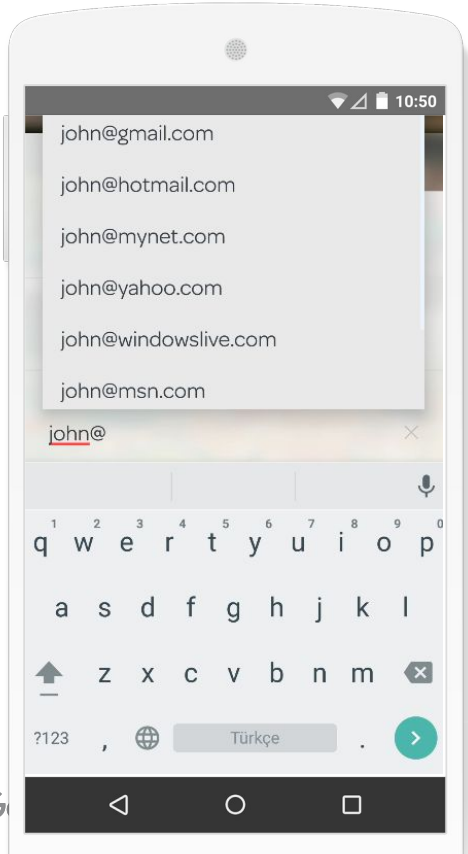
Google

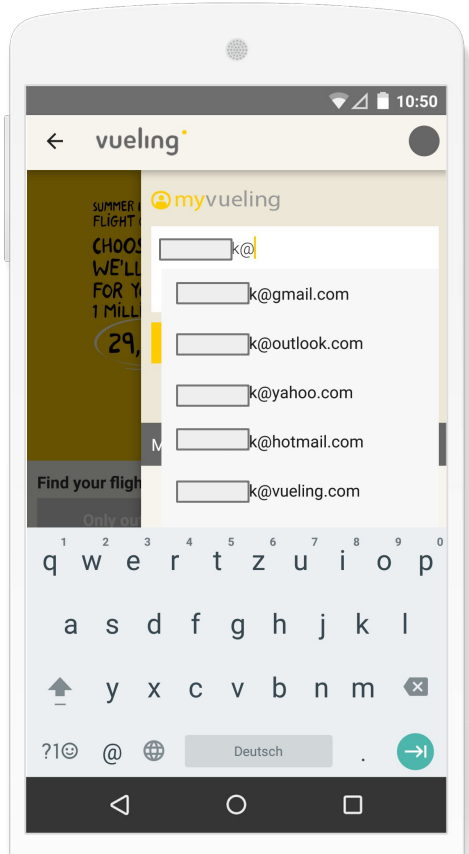
It is difficult to type on mobile

Proprietary + Confidential

me_every_time@

Try to use auto-suggestions when users type in their email address





When users type in their email try to use auto-suggestions that recommends the most common email addresses.

“Mailcheck” script to verify email addresses

Proprietary + Confidential

```
<script>
var domains = ['gmail.com', 'aol.com'];
var secondLevelDomains = ['hotmail']
var topLevelDomains = ["com", "net", "org"];

var superStringDistance = function(string1, string2) {
  // a string distance algorithm of your choosing
}

$('#email').on('blur', function() {
  $(this).mailcheck({
    domains: domains,                       // optional
    secondLevelDomains: secondLevelDomains, // optional
    topLevelDomains: topLevelDomains,       // optional
    distanceFunction: superStringDistance,  // optional
    suggested: function(element, suggestion) {
      // callback code
    },
    empty: function(element) {
      // callback code
    }
  });
});
</script>
```

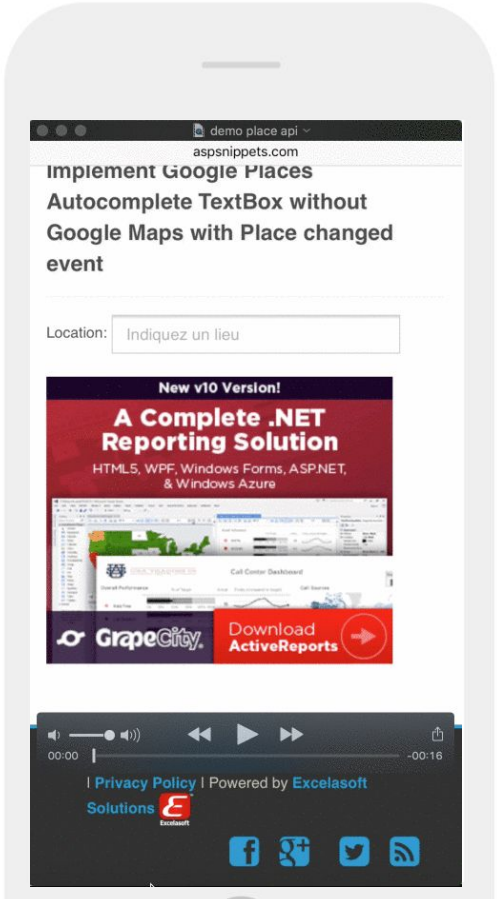
How to implement?

goo.gl/8XDQkX

Source: https://github.com/mailcheck/mailcheck

Implement address autocomplete

Proprietary + Confidential



What is the Google Place autocomplete API?

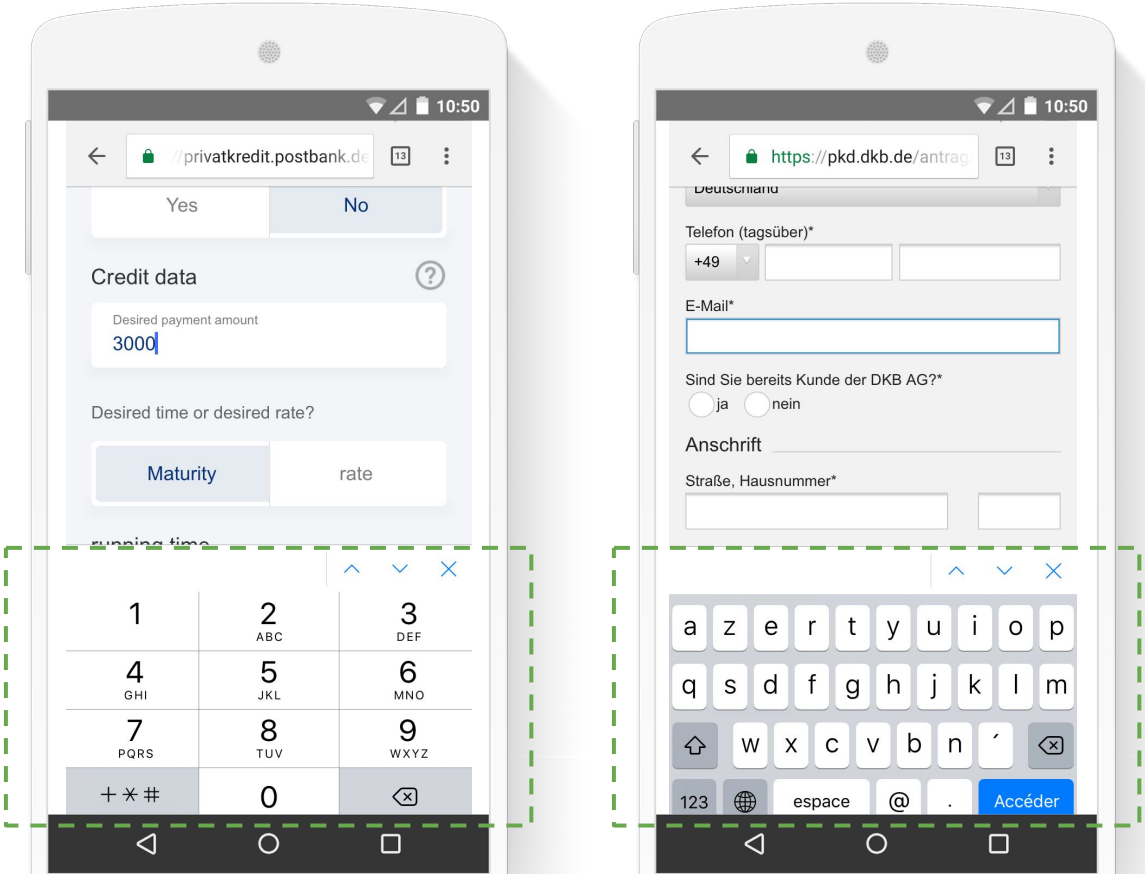
When the user selects an address from the list of suggestions, your application can then populate the correct fields of the address entry form.

Demo link
Link for implementing address autocomplete

Google

Display the right keyboard for each field:

Proprietary + Confidential

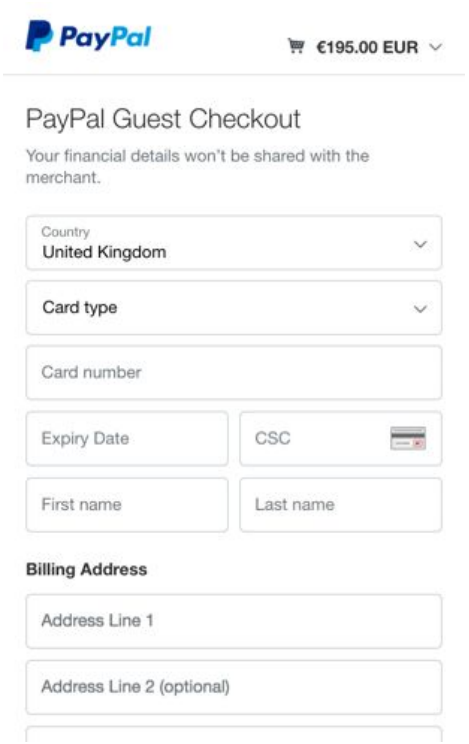


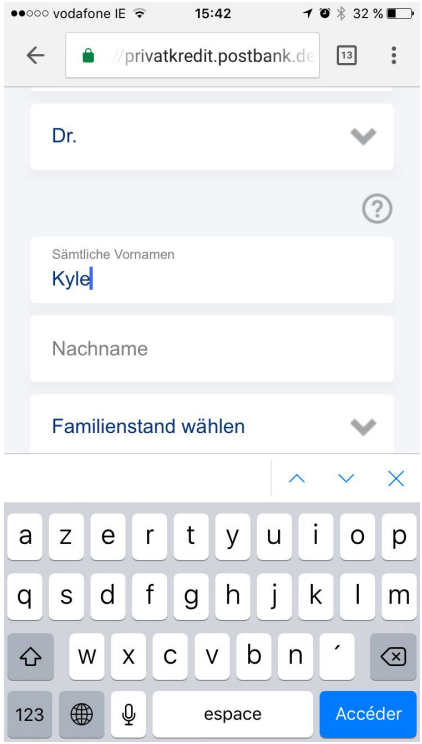
By providing t**he right keyboard for each field**, you can save 2 or 3 extra tap per field for users. There are 3 keyboards type available: letter, email and number

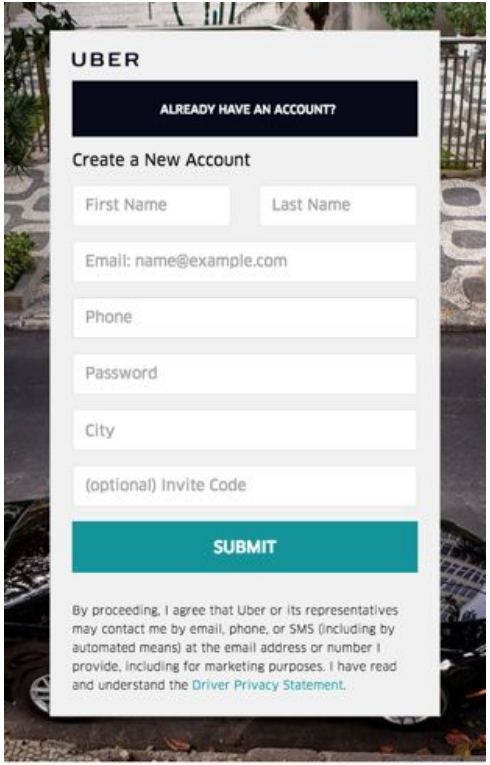
When a number is asked, display the number keyboard. Similarly, display the email keyboard when an email is asked

Google

Inline text in form fields: More examples



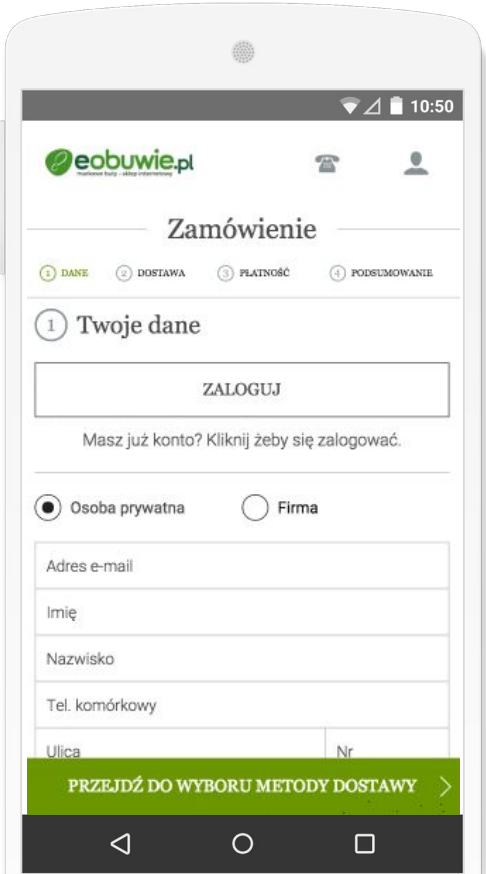




Integrating the text in the form fields, that way the form looks shorter

Inline text in form fields

Proprietary + Confidential



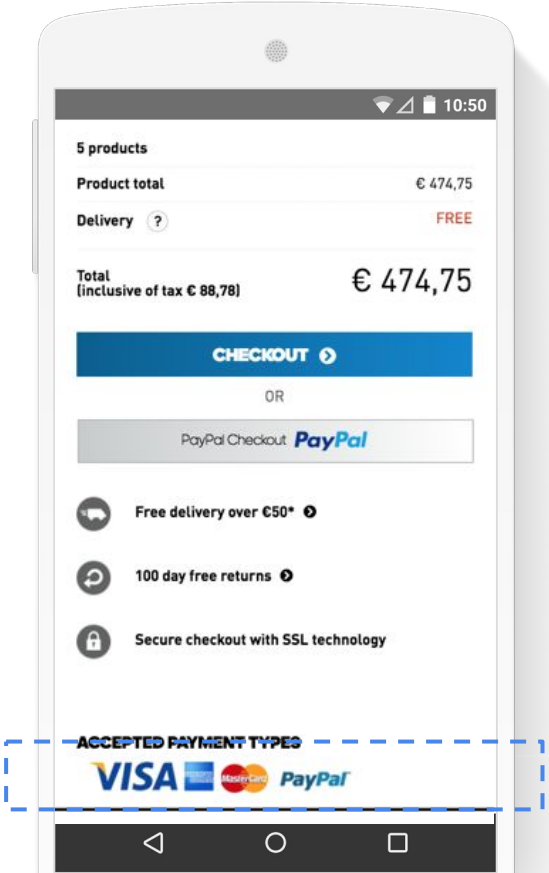
Eobuwie, Paypal save space in the form by integrating the text in the form fields, that way the form looks shorter

Google

Consider showing popular payment methods visually

Proprietary + Confidential

adidas.com

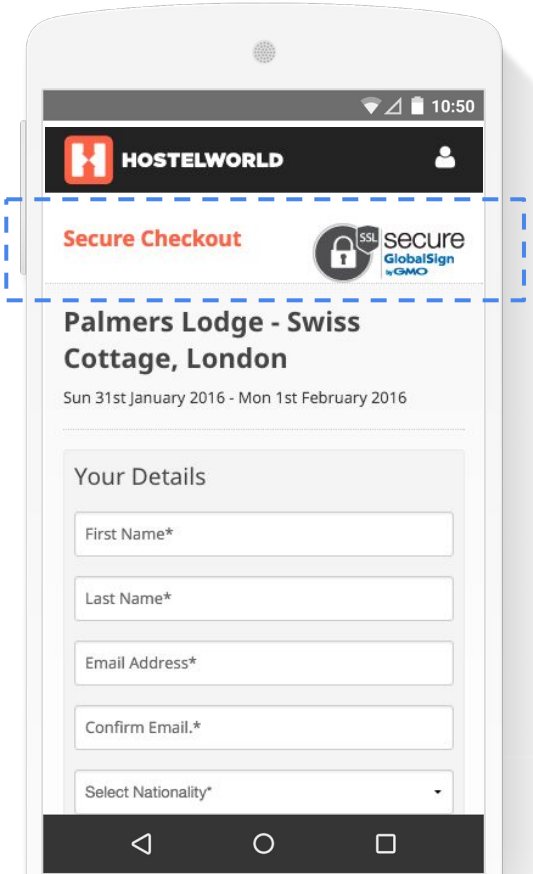


Idea to A/B test: it is not quite clear if payment with popular systems (VISA, MasterCard) is allowed

Google

Test to show trust marks on the payment page of the conversion funnel

Proprietary + Confidential



Trust marks boost credibility and confidence

Google

Proprietary + Confidential

Key Thing to Remember

Please, make a conversion on your website. Make sure everyone in the company does the same.

Source: http://www.bakadesuyo.com/2014/10/how-to-be-efficient/

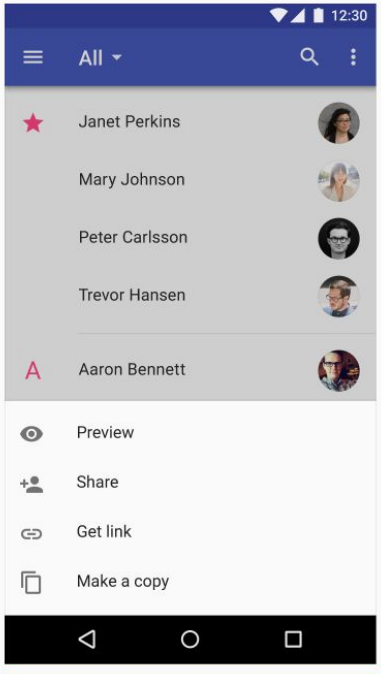
Resources:

Proprietary + Confidential

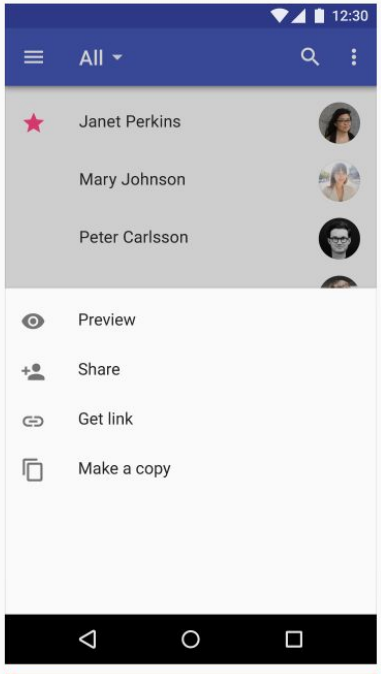
goo.gl/nVQpEo

Google Material Design

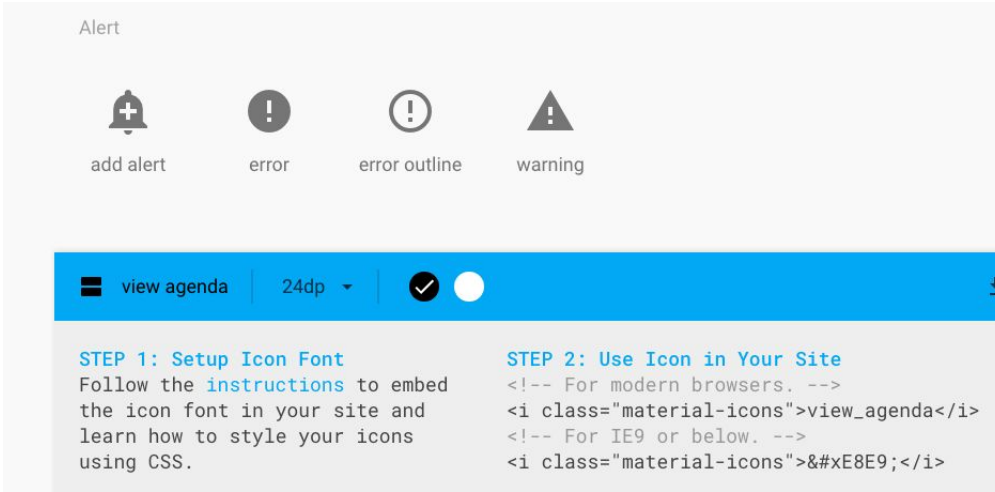
Proprietary + Confidential



Do.
For modal bottom sheets, don't initially overlap the app bar. Allow the user to tap/swipe to dismiss.



Don't.
The height of the bottom sheet should be dictated by the amount of content it contains.



Google's Mobile Site Review

Proprietary + Confidential

Case study

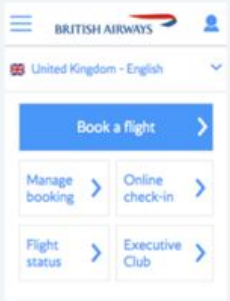
TRAUMFERIENWOHNUNGEN

TraumFerienwohnungen got full marks for its home page.

- It is clearly structured and well designed.
- The key functions are obvious, clearly visible and exactly where users would expect them to be.
- There is no distracting or unnecessary information.

Case study

BRITISH AIRWAYS



British Airways got 100% for its on-site search.

- Tap-targets for form elements and calendars are optimised well for mobile.
- When the first result was unavailable, this was clear, and relevant results were listed below it.
- There was clear information about availability, baggage allowance and other relevant details for that result.

Case study

KRAS

Kras.nl achieved a 100% score for its Product Pages.

- The holiday overview and detail page are clearly laid out. Information is easy to scan.
- They show relevant information, such as prices, included services and cancellation policy.
- The website offers a clear and sticky CTA, which remains in sight when the user scrolls down the page.

Case study

BOOKING.COM

Booking.com achieved 93%, joint top with hotels.com and Niumba.

- The registration process is clear and straightforward.
- Selling points are reinforced throughout the conversion funnel.
- Form labels are always visible and form input is validated in real-time.

Source: https://storage.googleapis.com/think/intl/ALL_uk/docs/160927_mobilemasters_travel.pdf

THANK YOU