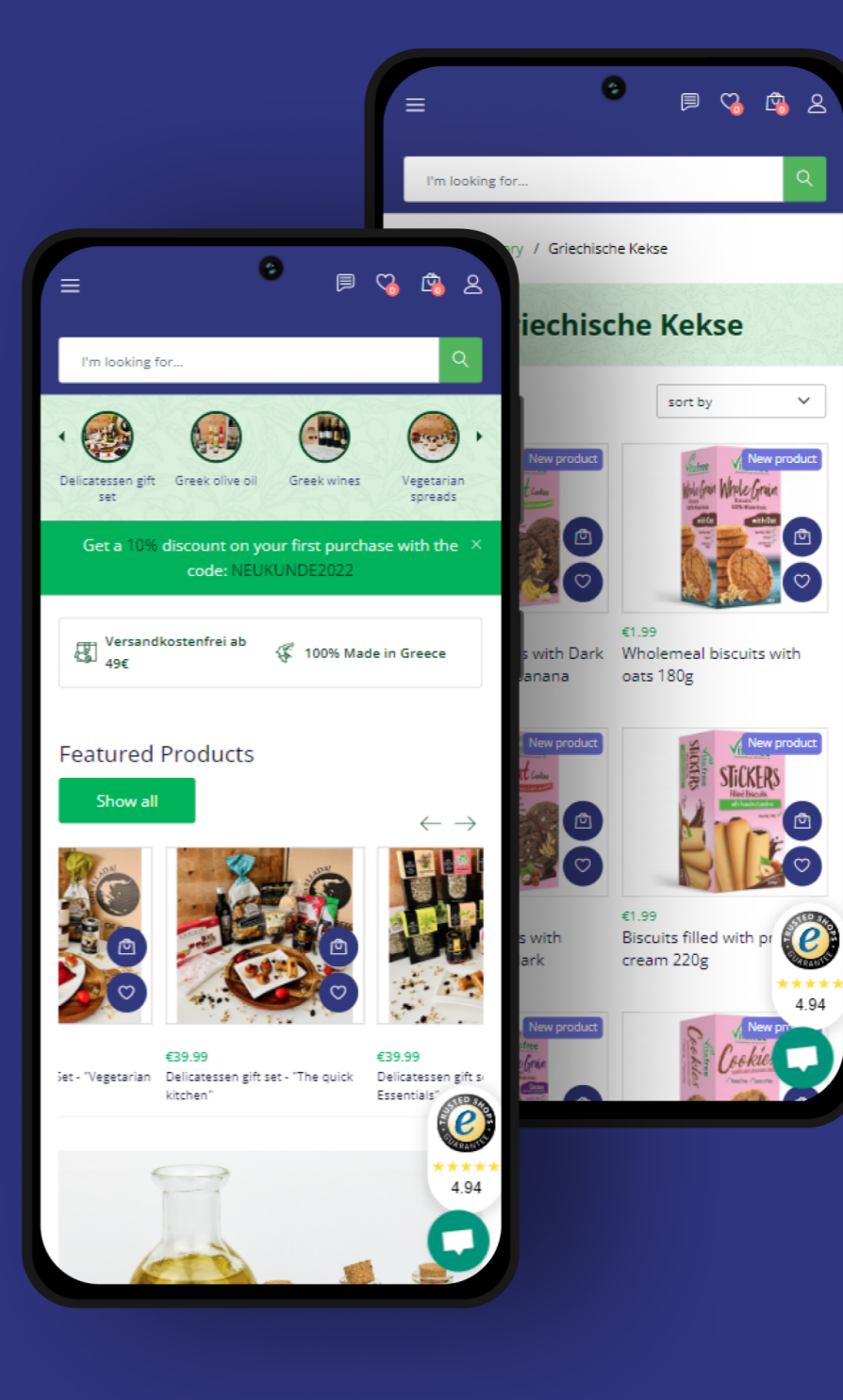


E-Commerce Case Study

Improving mobile UX to increase revenue

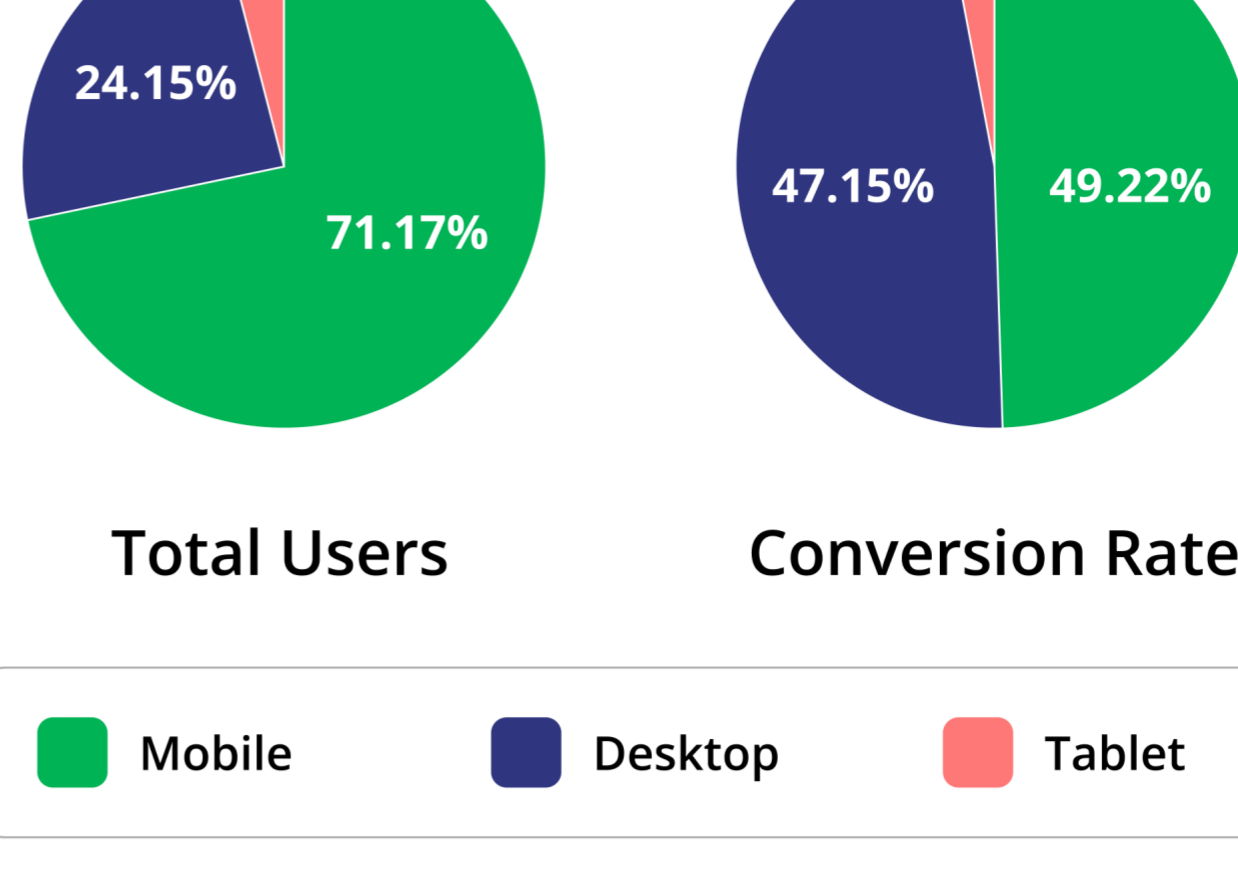
*DATA FROM OCT 2022 VS DEC 2022

Developed by



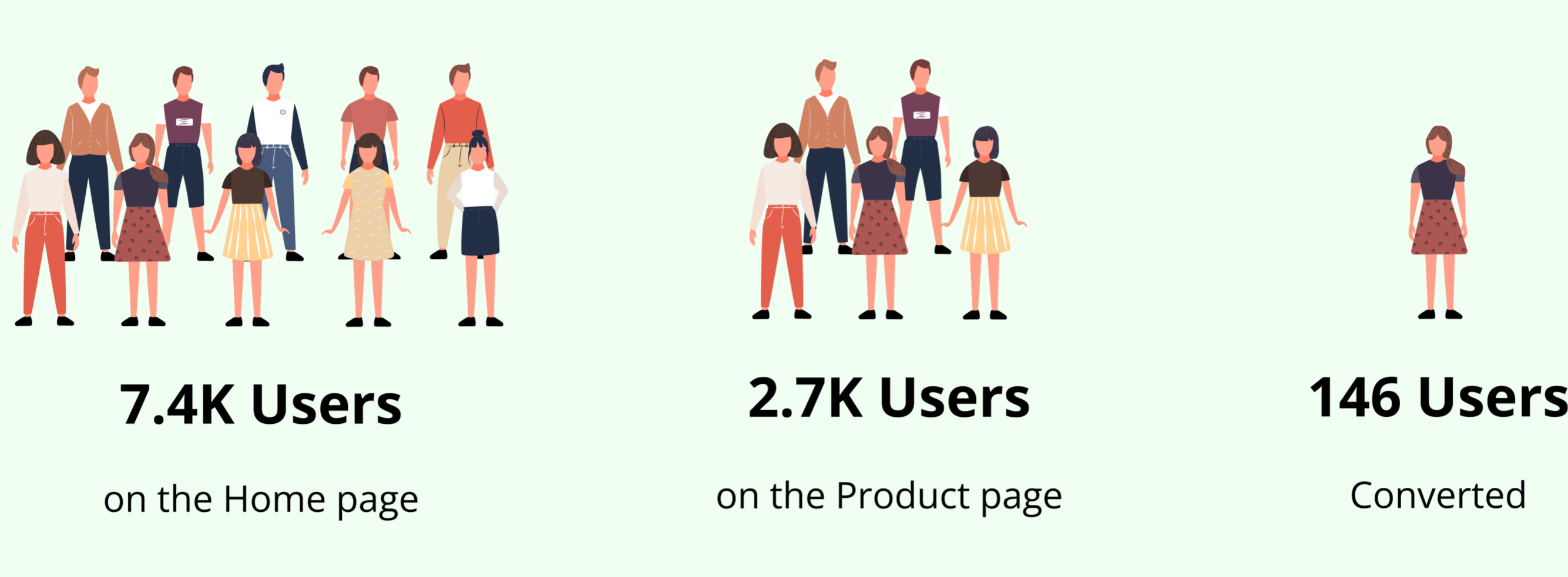
Traffic Behavior

Mobile traffic for this platform was 3x that of its desktop traffic yet when it came to conversion, mobile lagged behind. We have a lot more potential customers to cater to on mobile devices and should improve and enhance the existing user journey.

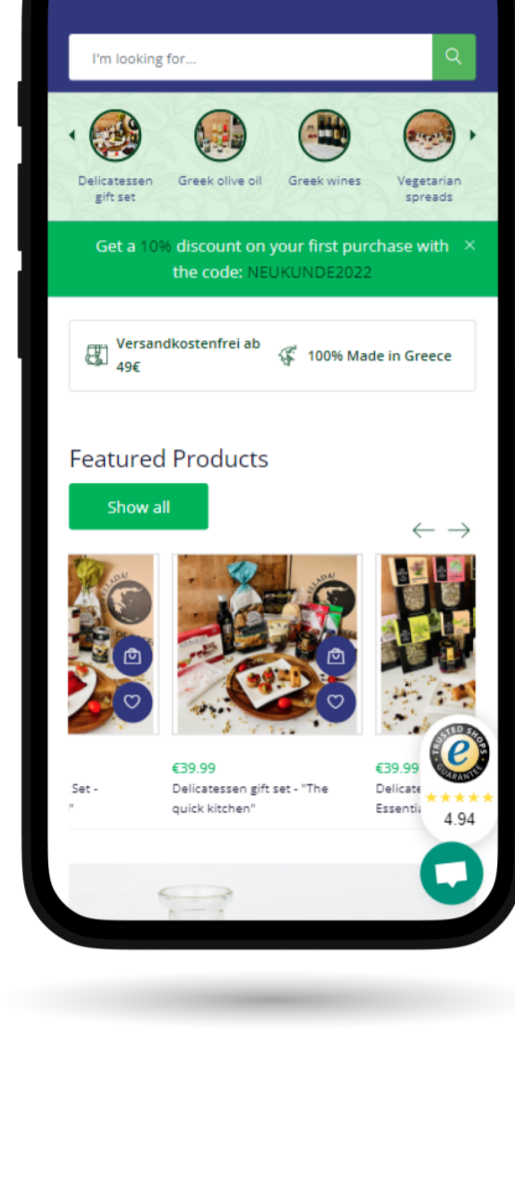


Initial touchpoints

We saw **maximum bounces/drop-outs on the 'home page' and 'products' page**. We decided to improve the user experience on these pages first. **Users are committing to buying products once they add them** to their carts since the products itself are genuine and positively received.

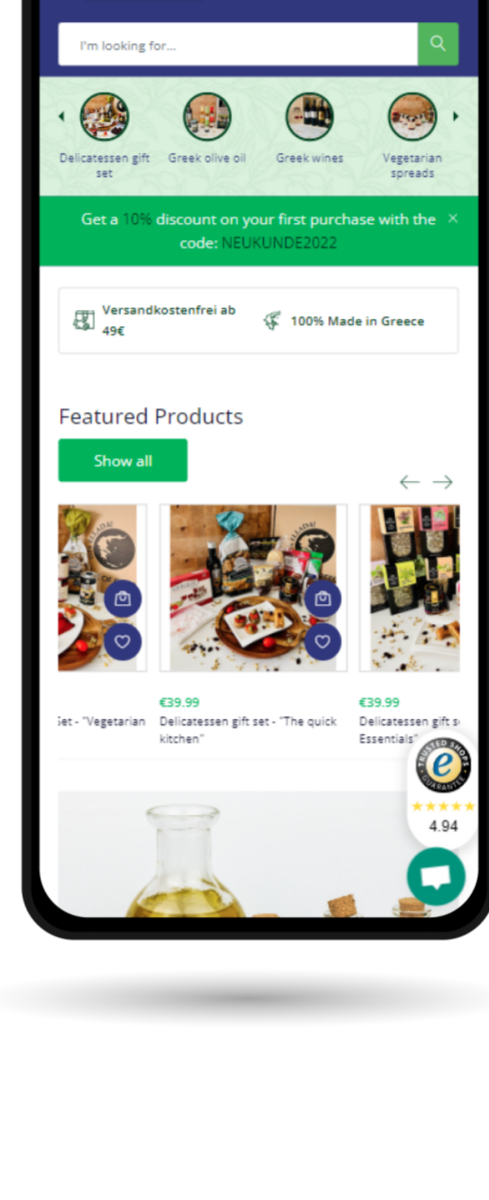


iOS and Android experience



iOS

Total Users: **2484**
Conversion rate: **1.19%**
Bounce rate: **9.68%**



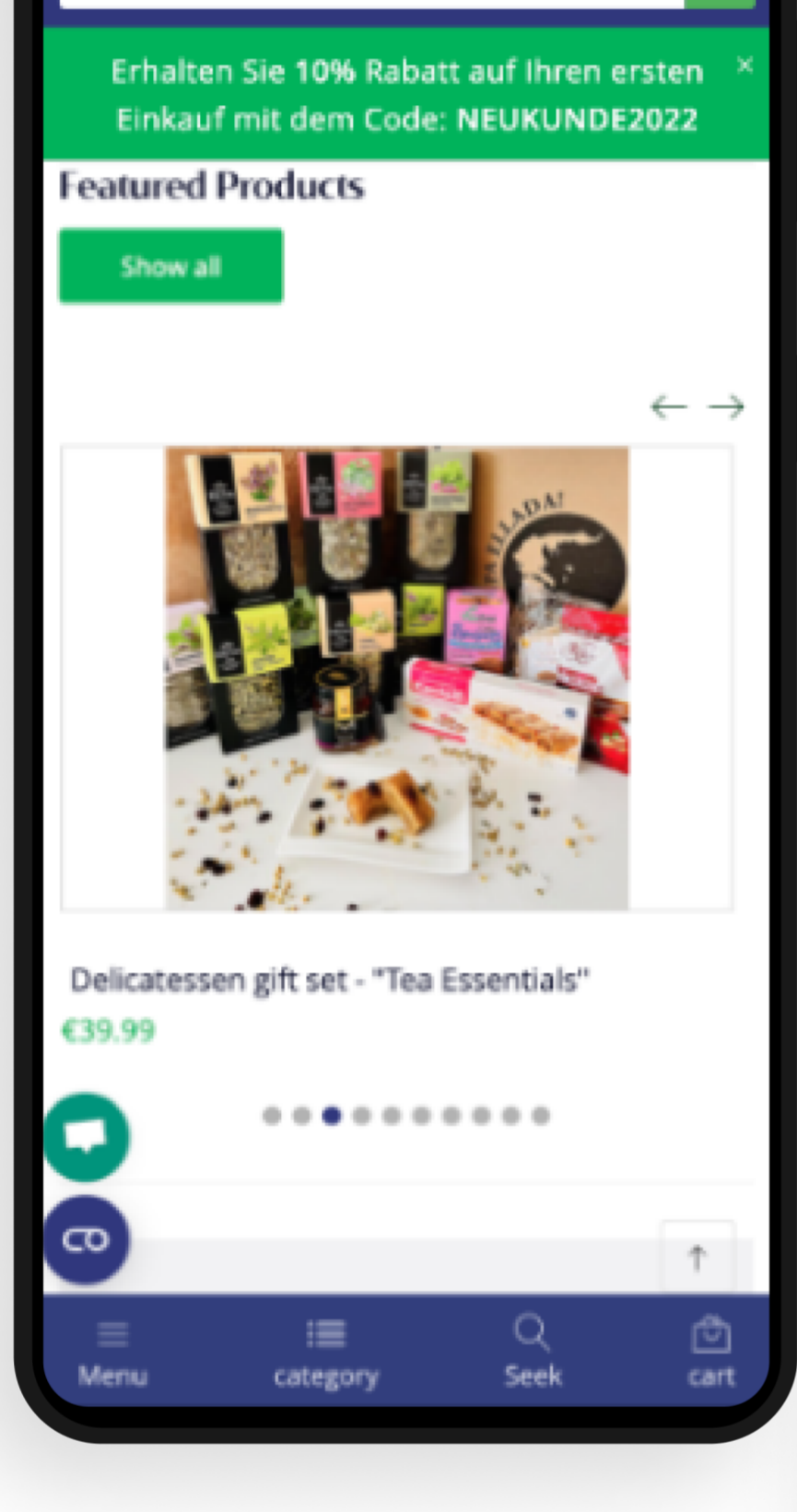
Android

Total Users: **6916**
Conversion rate: **0.71%**
Bounce rate: **50.97%**

iOS has ~26% of the mobile traffic with a very low bounce rate; ~10% (rate of users exiting the page immediately without interactive)

Most of our mobile users are using android, and we should fix the user experience to increase the Ecommerce conversion rate (rate of users visiting the site and making a purchase).

Earlier UI Major Problems



Only one product is visible in the sale section at a time.

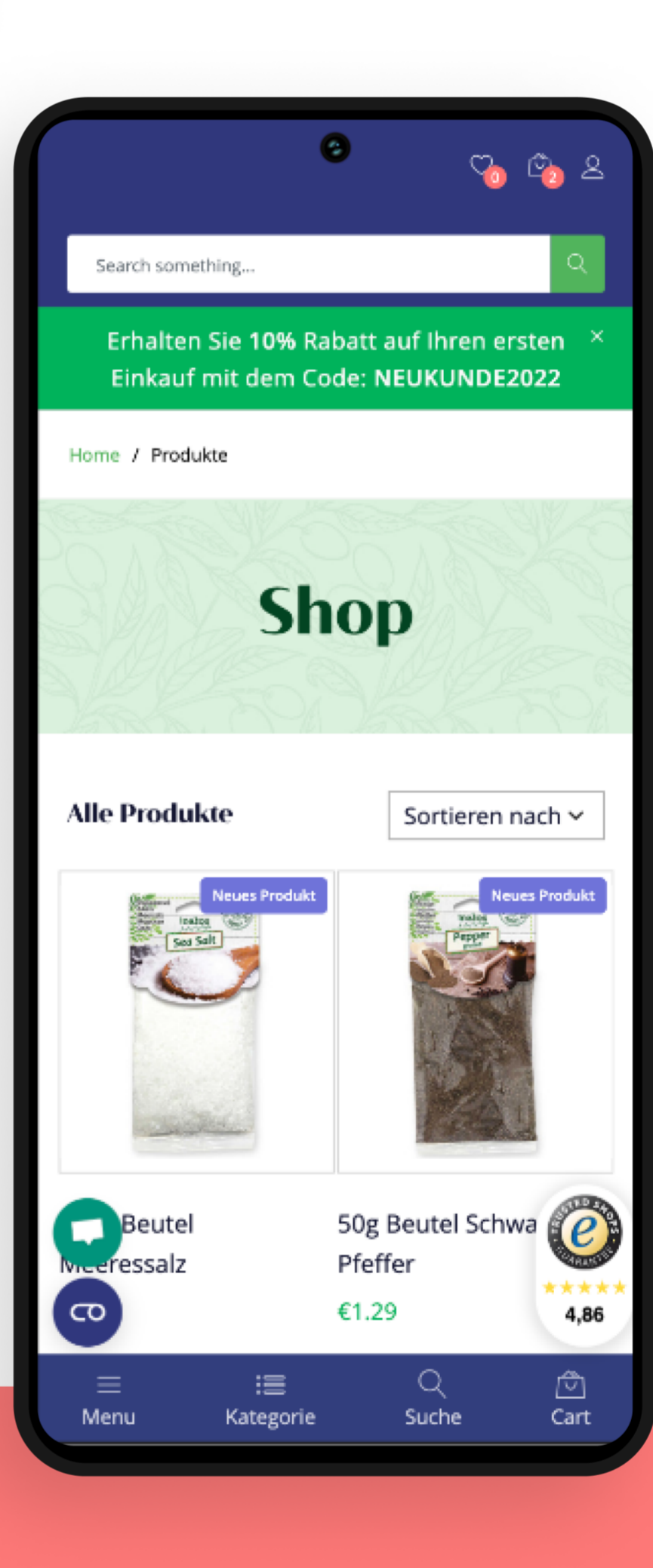
The **number of sliders (dots)** in the featured products section is too much.

The product images are not full width, the **white margin** is not adding much.

The cookie and chat buttons are placed next to each other instead of one being on top, which is creating the issue of these buttons overlapping and **hiding price details of products** etc.

Typography of the product name, quantity and price **don't follow proper hierarchy**

The height of buttons is **inconsistent**

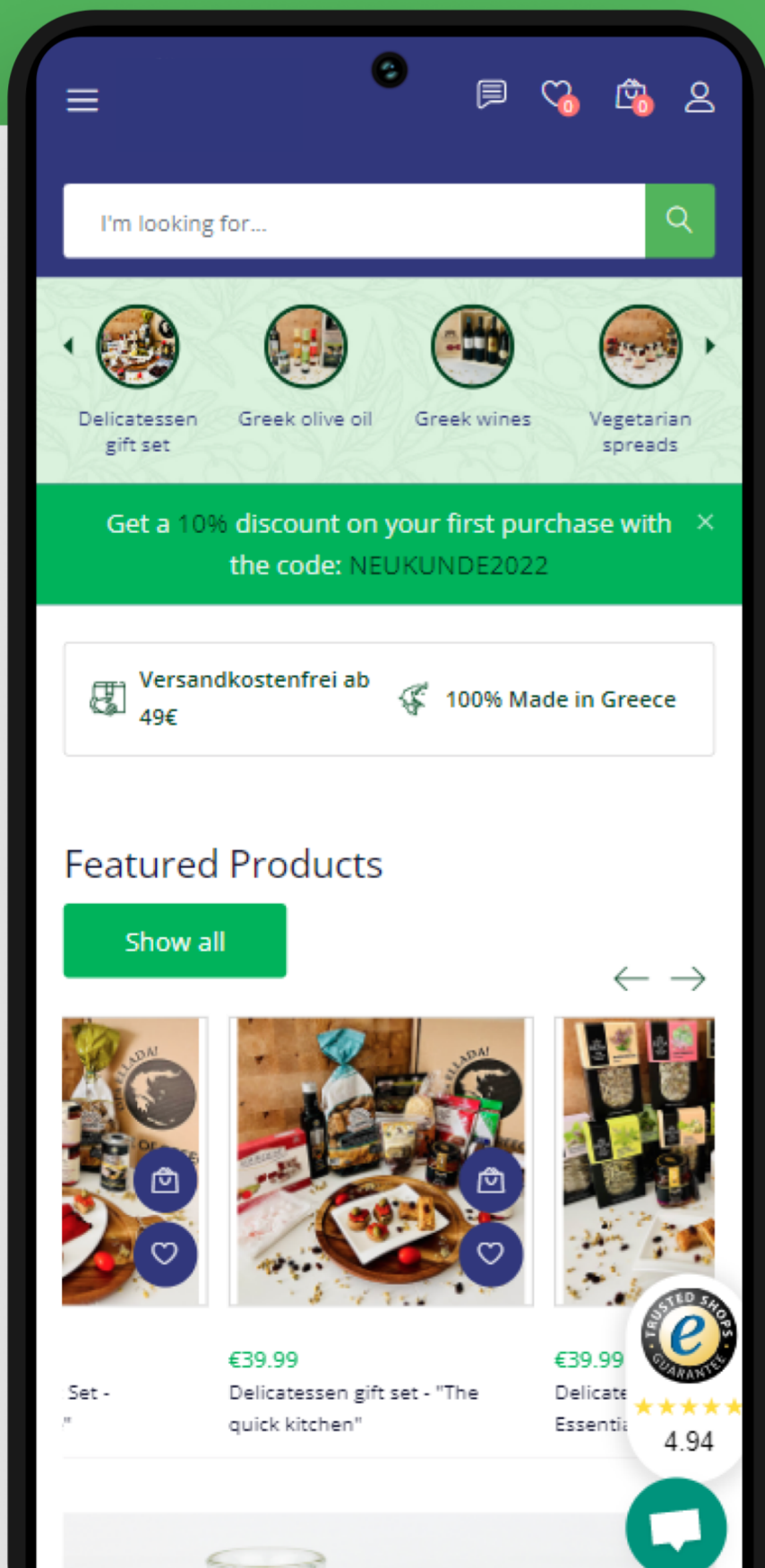


This is the page with the second most traffic. The height of the **'Shop' banner takes too much space** of the screen.

The product weight, name and price doesn't follow proper **typography hierarchy**.

The interaction for adding to cart, adding to Wishlist and more details is **not tap friendly**.

How we elevated the user's Mobile browsing experience



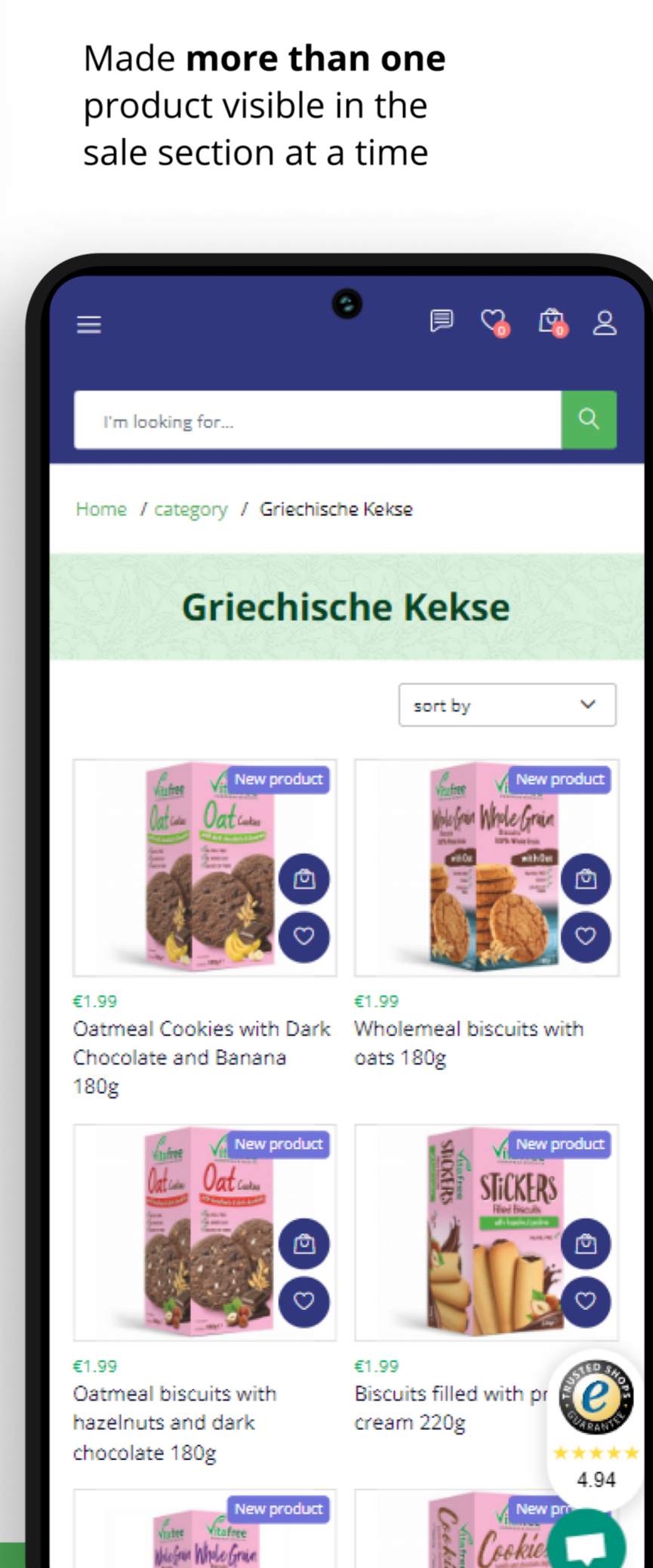
The product images are **full width** to give a more seamless view

Decreased the number of sliders (dots) in the featured products section and **adding a "view all" slider** at the last position.

The cookie and chat buttons are **placed on the right side**. This can solve the issue of these buttons overlapping and hiding price details of products etc.

We have included the **main categories** on the top of the Homepage

Made **more than one** product visible in the sale section at a time



We have decreased the **height of the banner** to give more space to products.

The interaction for adding to cart, adding to Wishlist is now **tap friendly**

Before & After implementation

- The **Conversion rate** has increased by **187.98%**.
- Revenue** has risen by **166.37%** since the changes were implemented.
- Bounce rate** has been decreased by **9.56%**.

