

4 Essential Factors of Successful Ecommerce

Product Page Design Checklist

1 The Buy Area

The Add to Cart Button

- Keep your cart icon the same on buttons and the cart itself
- Use 'Add to Cart' not 'Buy Now'
- A strong, contrasting background colour is vital

Prices and discounts

- A bold price below the title
- Repeat the price just above the 'Add to cart' button
- Include new and old price next to discounted products

Out of Stock

- Tell users whether a product is temporarily or permanently out of stock
- Offer alternatives to out of stock products

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2 Product Images & Image Gallery UI

Product Images

- Include a scaled image so users can understand the size of your product
- Make the product images large enough to effectively inspect the entire product

Image Gallery UI

- Use a product gallery to showcase your product
- Allow your users to click the entire image to zoom

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3 Product Description & Reviews

Product Description

- Write with your target audience in mind
- Product description format to include: benefits, Keywords/ keyphrases
- Structure: bullets and paragraphs broken into short sentences

Reviews

- Make product reviews visible as soon as the user loads the product page, with the option to read in detail
- You can display reviews as a summary with a star rating below the product title or list full product reviews within the product detail area, below the buy section

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4 Shipping & Returns

Shipping & Returns

- Show your shipping and returns information on the product page
- Show delivery costs, even if users meet the free delivery threshold
- Make sure users can calculate delivery costs without adding products to their basket

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