

GUIDELINES

Ecommerce Product Page UX

Essential

The main essential features and characteristics that should appear on your product pages.

Good to have

These are features that we would be beneficial to include on a product page, but not all every site needs all of them.

Bonus extras

If they are appropriate for your products and they are executed to a high standard, you can add to your site.

Characteristic	Importance	Page
Product Name and Category	Essential	2
Product options such as size and colour	Essential	2
Product pricing including shipping costs	Essential	2
Show product description	Essential	2
Include product reviews	Essential	2
Related products	Essential	2
Enlarge functionality on product images	Good to have	2
Wishlist option	Good to have	3
Product gallery and/or product video	Good to have	3
Filtering in reviews	Bonus extras	3
Customer product photos	Bonus extras	3
360° view photos/videos	Bonus extras	3
Subscriptions to products	Bonus extras	3

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Characteristic	Importance	Done
Product Name and Category This is your key opportunity to grab the attention of your visitors	Essential	<input type="checkbox"/>
Product options such as size and colour Give your visitors the opportunity to explore variations at the click of a button	Essential	<input type="checkbox"/>
Product pricing including shipping costs Transparent pricing will avoid potentially nasty surprises at the checkout	Essential	<input type="checkbox"/>
Show product description Keep product descriptions short, authentic and focused on genuine USPs	Essential	<input type="checkbox"/>
Include product reviews One of the best ways to support UX on eCommerce product pages is to create an authentic customer review system.	Essential	<input type="checkbox"/>
Related products If a visitor clicks on an item, they should be able to see at a glance that you sell similar options	Essential	<input type="checkbox"/>
Enlarge functionality on product images Allow visitors to get a clearer view of the products you sell by having an enlarge/zoom functionality on product images	Good to have	<input type="checkbox"/>

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Characteristic	Importance	Done
<p>Wishlist option</p> <p>Visitors to your site can save a personalised collection of products for future reference, rather than risk losing products added to their basket</p>	<p>Good to have</p>	<input type="checkbox"/>
<p>Product gallery and/or product video</p> <p>Show multiple images/videos of the product to show off the size, shape and materials</p>	<p>Good to have</p>	<input type="checkbox"/>
<p>Filtering in reviews</p> <p>Filtering options such as lowest/highest rated, most recent or most helpful allow visitors to read more relevant reviews to them</p>	<p>Bonus extras</p>	<input type="checkbox"/>
<p>Customer product photos</p> <p>Unlike official product images, customer images are more authentic and trustworthy to shoppers</p>	<p>Bonus extras</p>	<input type="checkbox"/>
<p>360° view photos/videos</p> <p>Showcase every part of your product with 360° view photos/videos</p>	<p>Bonus extras</p>	<input type="checkbox"/>
<p>Subscriptions to products</p> <p>Make it easier for customers to buy products on a regular basis with a subscription feature</p>	<p>Bonus extras</p>	<input type="checkbox"/>