

30 Usability Changes You Need To Implement

https://www.usertesting.com/free-test

The screenshot shows a web browser window with the URL <https://www.usertesting.com/free-test>. The browser's address bar and tabs are visible at the top. The main content of the page features the UserTesting logo in the top left and a language selector 'EN' in the top right. The central headline reads 'Quickly see what your customers experience – run a test for free'. Below this, a sub-headline states 'Get a free video of a real person reviewing your financial services website'. A light blue rounded rectangle contains a form with the instruction 'Enter any URL – e.g. your company’s website, or your competitor’s website'. The form has a text input field containing 'www.your-brand.com *' and a 'Get Video' button. At the bottom of the form, it says 'By submitting the form I agree to the [Privacy Policy](#) and [Terms of Use](#).'



EN

Quickly see what your customers experience – run a test for free

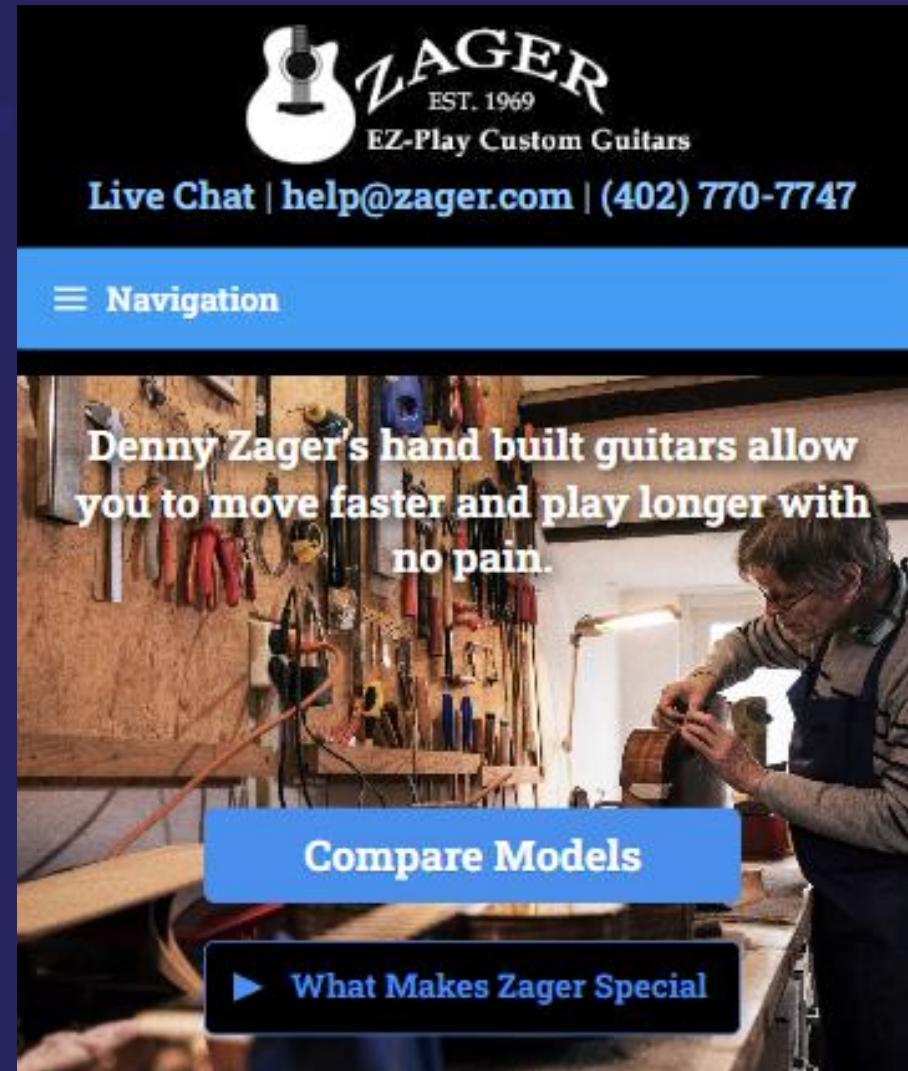
Get a free video of a real person reviewing your financial services website

Enter any URL – e.g. your company’s website, or your competitor’s website

Get Video

By submitting the form I agree to the [Privacy Policy](#) and [Terms of Use](#).

Don't trust any designer



ZAGER
EST. 1969
EZ-Play Custom Guitars


Live Chat | help@zager.com | (402) 770-7747

Navigation

Denny Zager's hand built guitars allow you to move faster and play longer with no pain.

[Compare Models](#)

[▶ What Makes Zager Special](#)

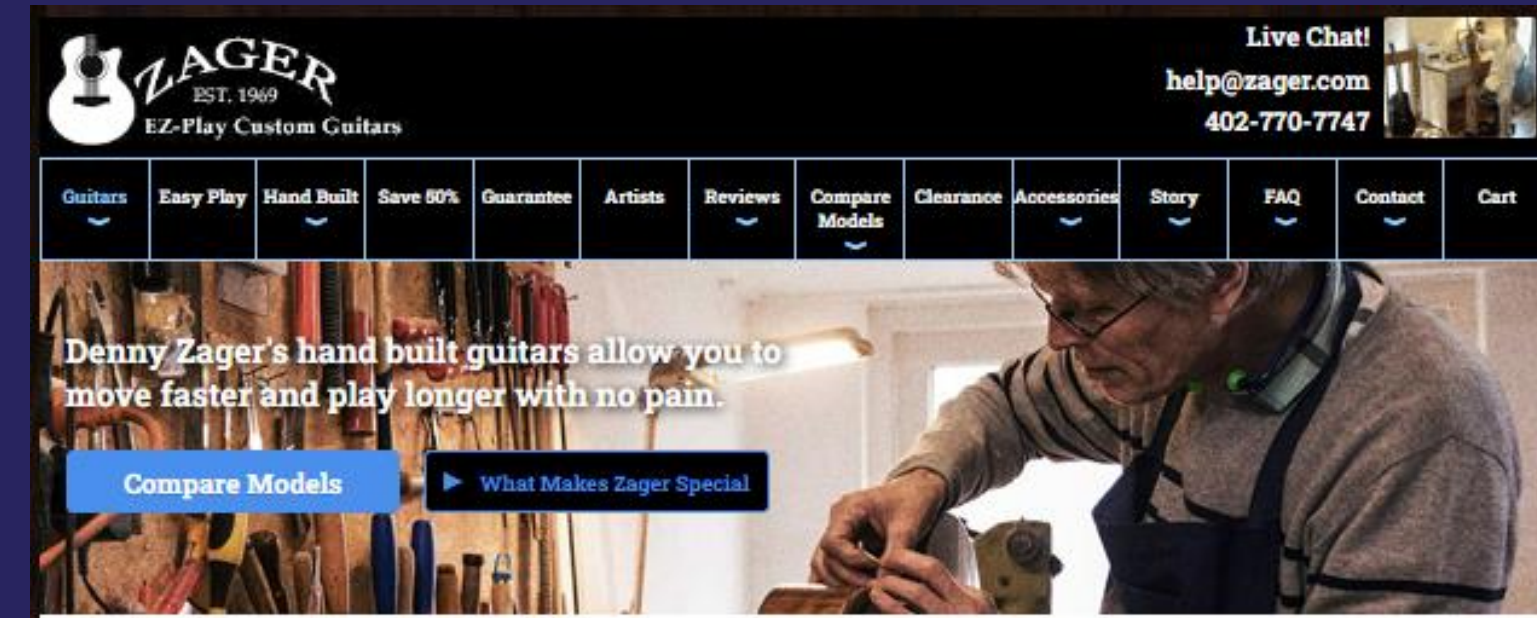


The Zager Guitar Valentine's Day Event is Live!

[CLICK HERE FOR BOGO](#)

Get one of the last guitars from Denny Zager... after 54 years he's decided to retire.

Event Ends In: 17 : 35 : 53



ZAGER
EST. 1969
EZ-Play Custom Guitars


Live Chat! help@zager.com
402-770-7747

Guitars | Easy Play | Hand Built | Save 50% | Guarantee | Artists | Reviews | Compare Models | Clearance | Accessories | Story | FAQ | Contact | Cart

Denny Zager's hand built guitars allow you to move faster and play longer with no pain.

[Compare Models](#)

[▶ What Makes Zager Special](#)



TIME
THE WEEKLY NEWSMAGAZINE
Zager & Evans
Even the Beatles would be jealous!

Newsweek
Denny Zager
GUITAR GENIUS

THE WALL STREET JOURNAL
Legends Issue
Denny Zager
Music Year 2009

FOCUS
Ahead of their time
DENNY ZAGER

Mr. Zager is backed up 3 days so if you order today your guitar will ship February 13th, 2024.

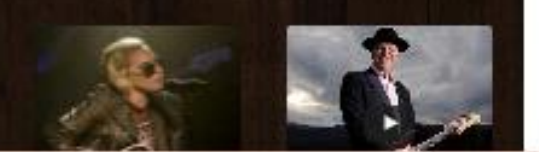
[FREE \\$625 ACCESSORY PACK TODAY](#)

Why are more players choosing Zager hand made guitars over Martin, Taylor, Fender and Gibson?

- Easier Playability**
Play faster and longer with less finger pain and soreness
[Learn more](#)
- Save 50%**
Buying direct from the builder bypassing the retail store markup
[Learn more](#)
- Rated top 2% In USA**
Zager guitars are rated in the top 2% of guitars in the USA
[Learn more](#)
- 100% Money Back Guarantee**
So you can try a Zager free for 30 days
[Learn more](#)

Easy Play ZAD900 Solid Spruce/Rosewood Acoustic & Electric Pro Series

Our flagship guitar. Customers have been asking Mr. Zager to build this instrument for such a long time that he finally gave in and designed what many are calling the



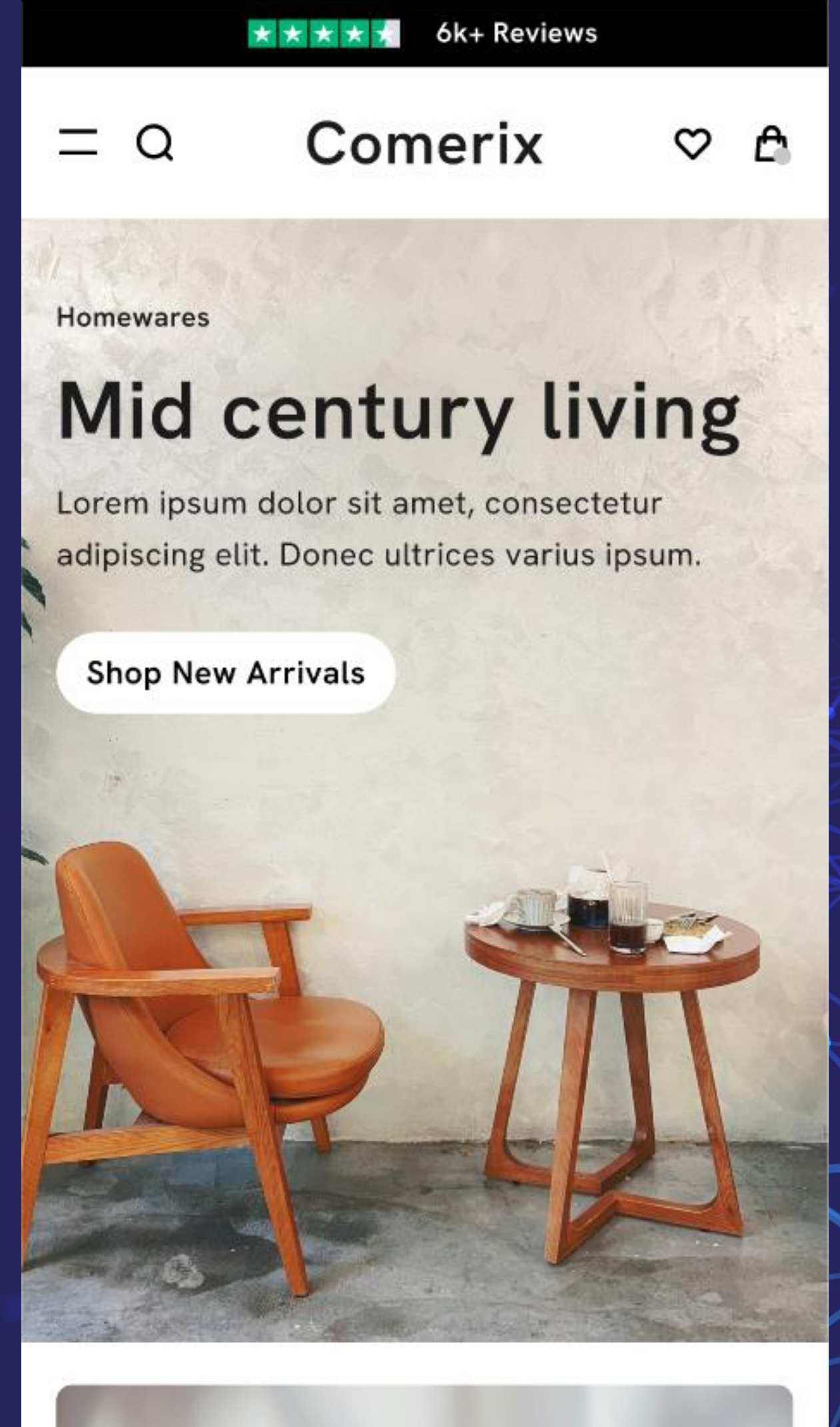


comerix.com/ux-demo

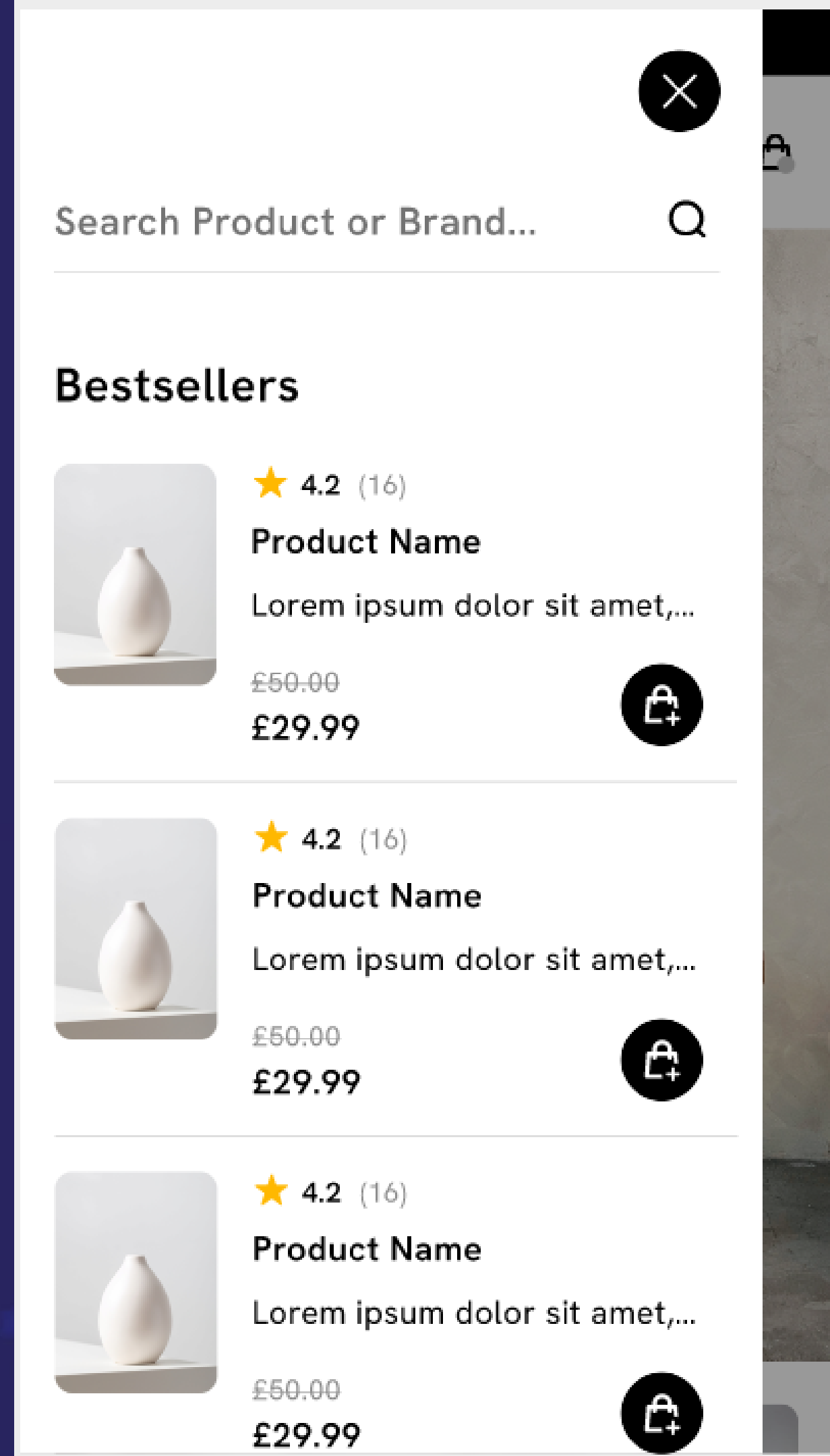
Organize main navigation

Have menu / search on the left

Wishlist and cart is on the right



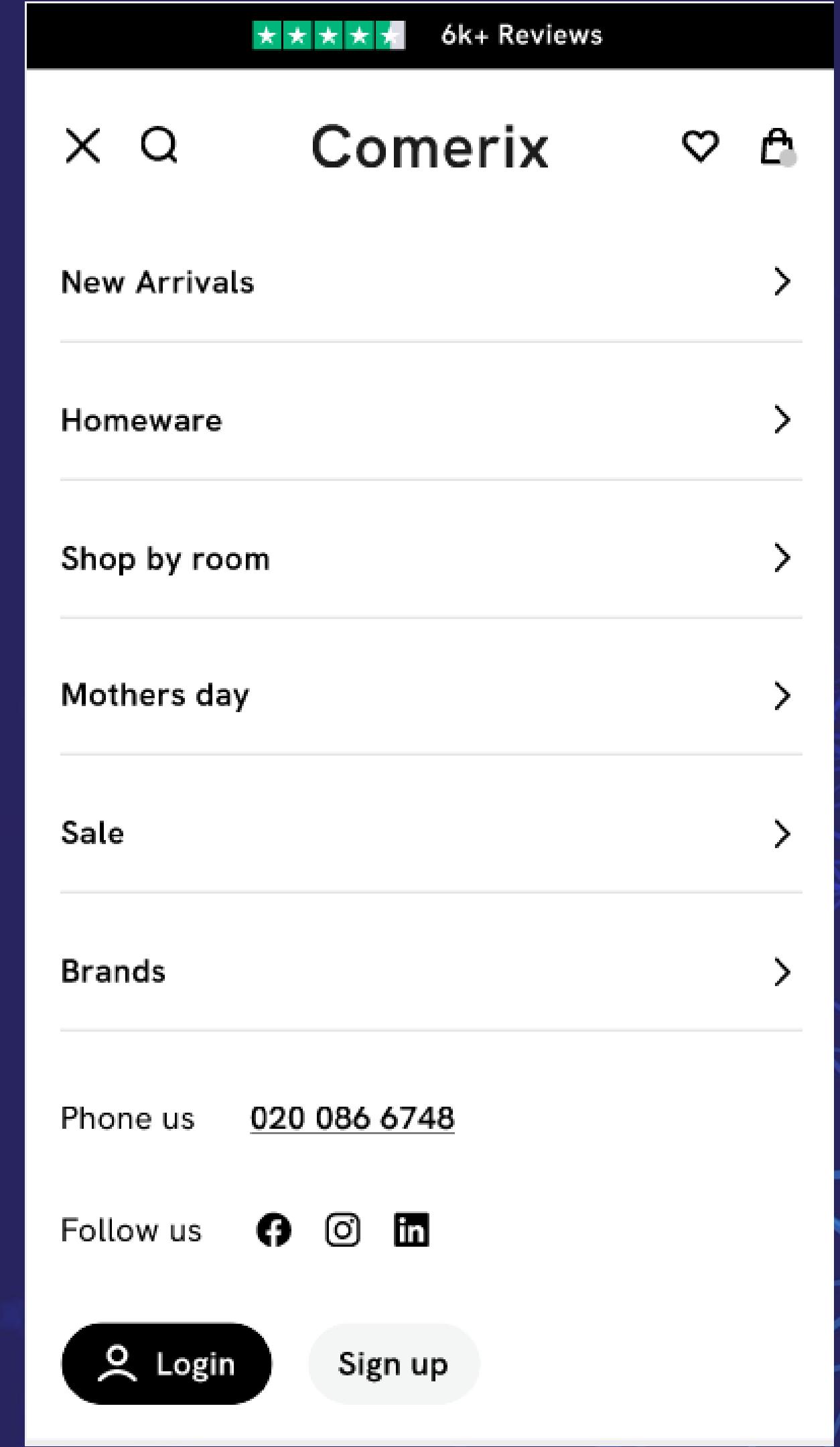
Most searchable products might help customers to pickup faster



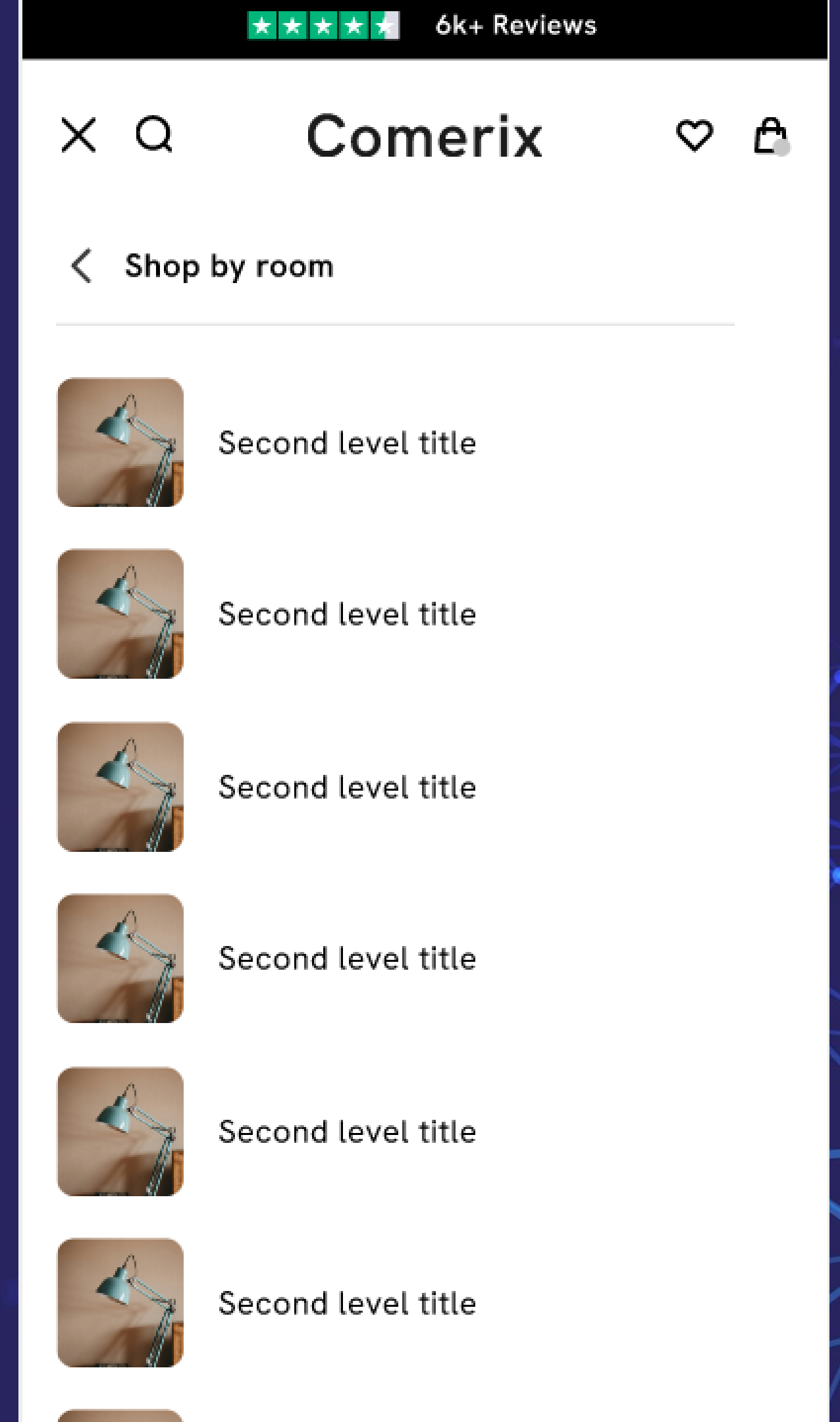
Instead of showing
sticky bar all the time - show it when you
scroll up



Navigation in a few levels



Icons or images will make a difference



Don't use slides on the home page
Better split it across few different
promotions

Keep main image always focus on 1 main
deal



Use your GA4 to identify most visited categories – push them forward

£50.00
£29.99



£50.00
£29.99



£

Delve into our collections



Lighting



Homeware

Best Sellers

Shop all →

Save 25%

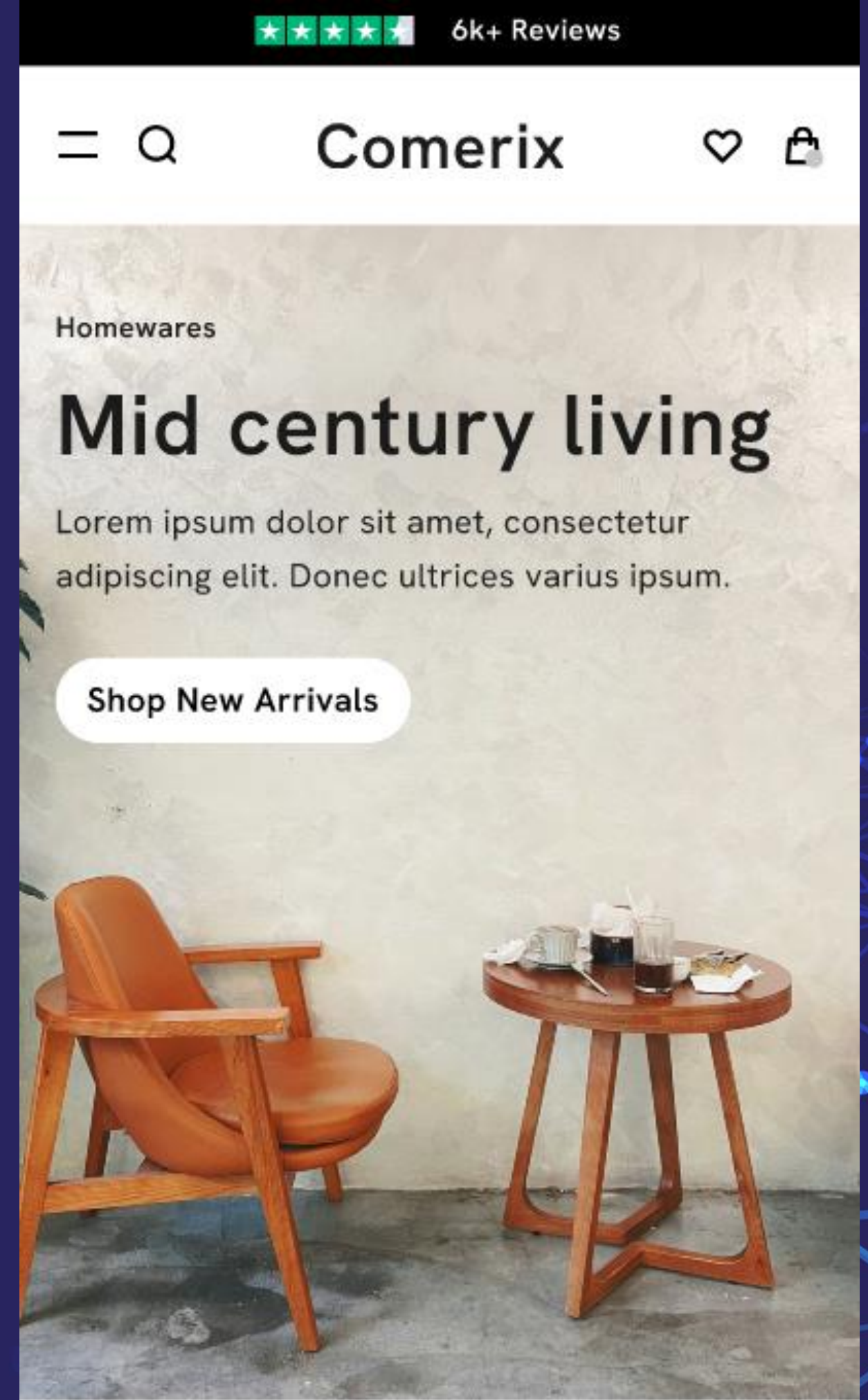
+10 reward points



Save 25%



Keep social proof – just don't use JS code




You don't need to use any slider / arrow anymore on mobile

Its enough to preview the next product

New Arrivals


Shop all →

Save 25%
+10 reward points




★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99




Save 25%



★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99



Delve into our collections

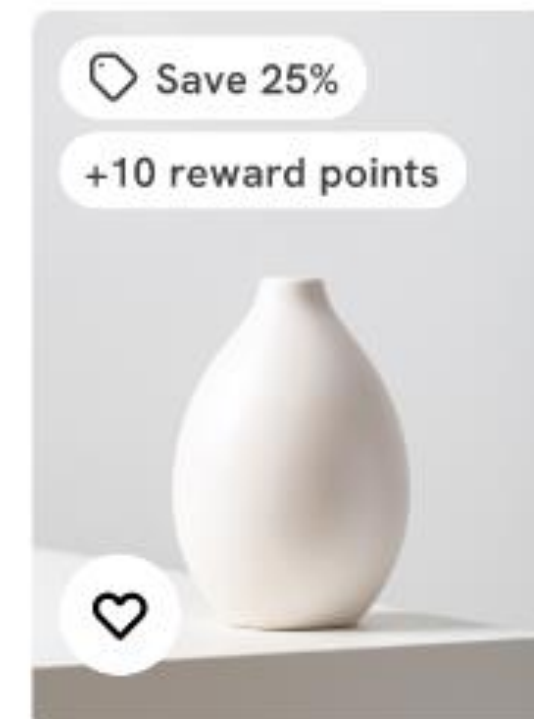


Sections to be included :

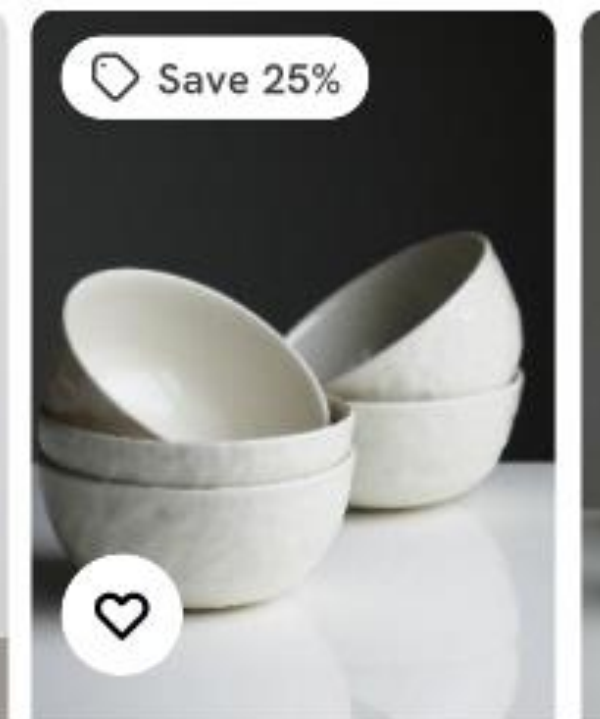
Best sellers

Seasonable products

Newly Added

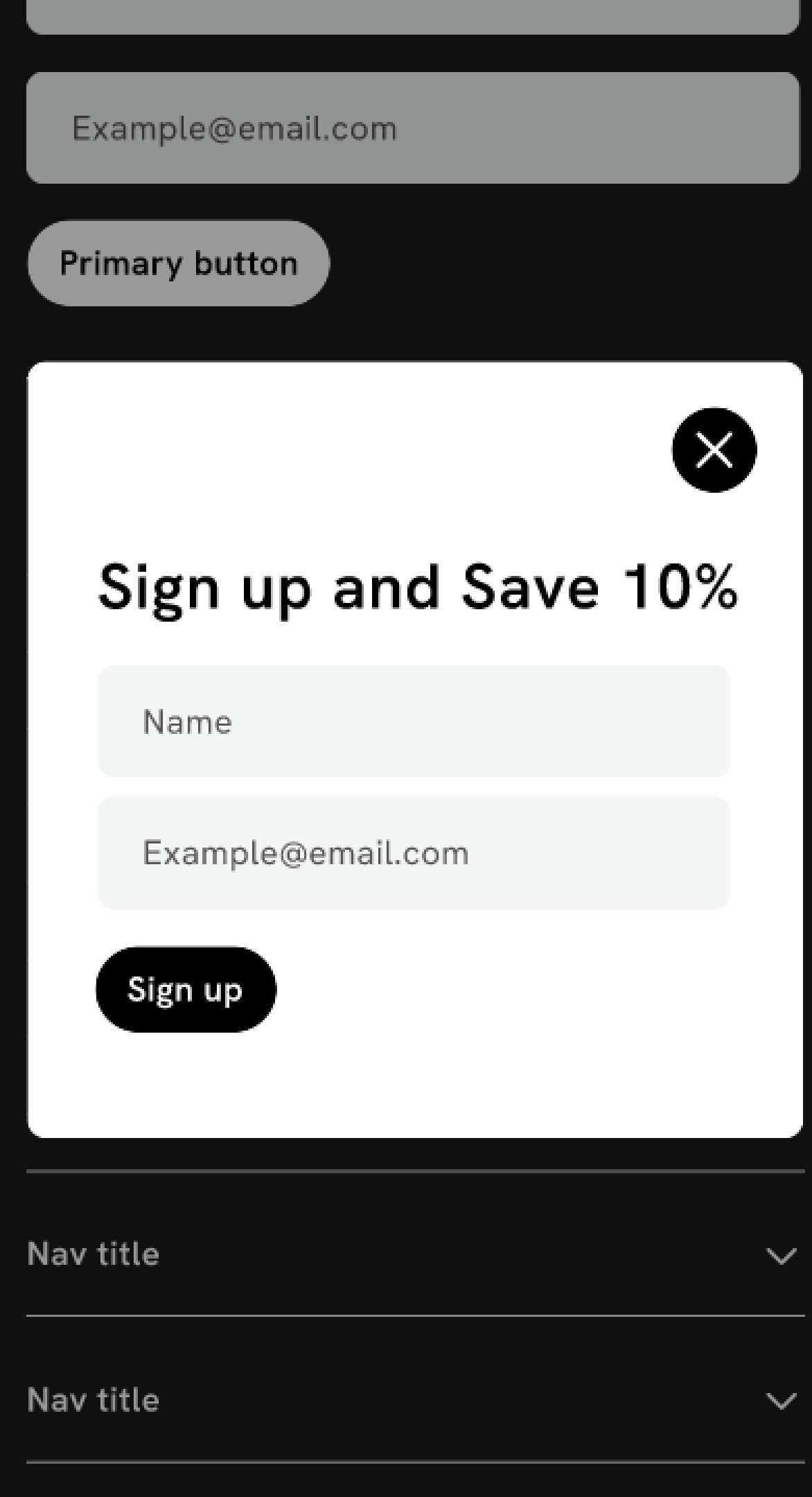


★ 4.2 (16)

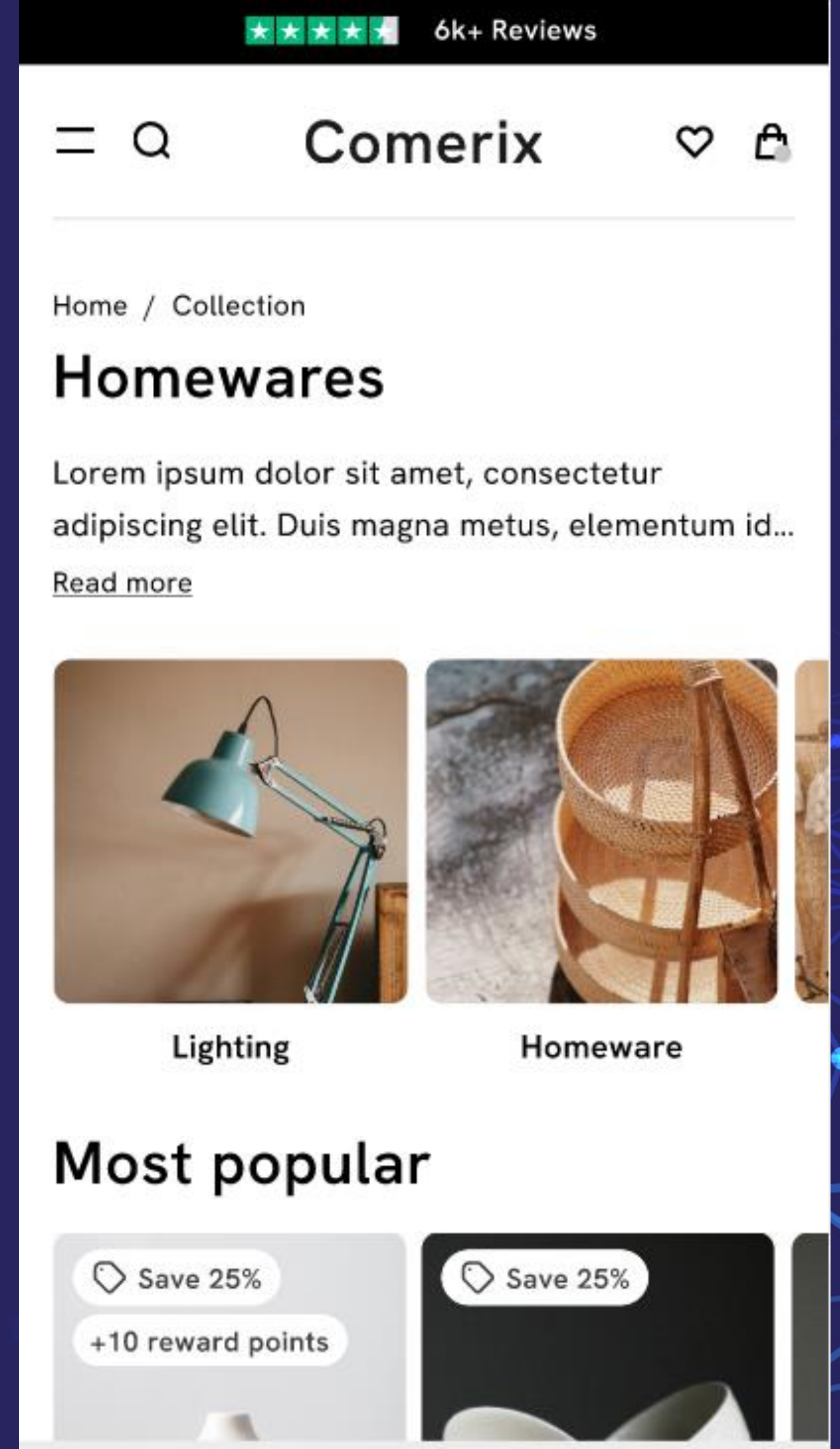


★ 4.2 (16)

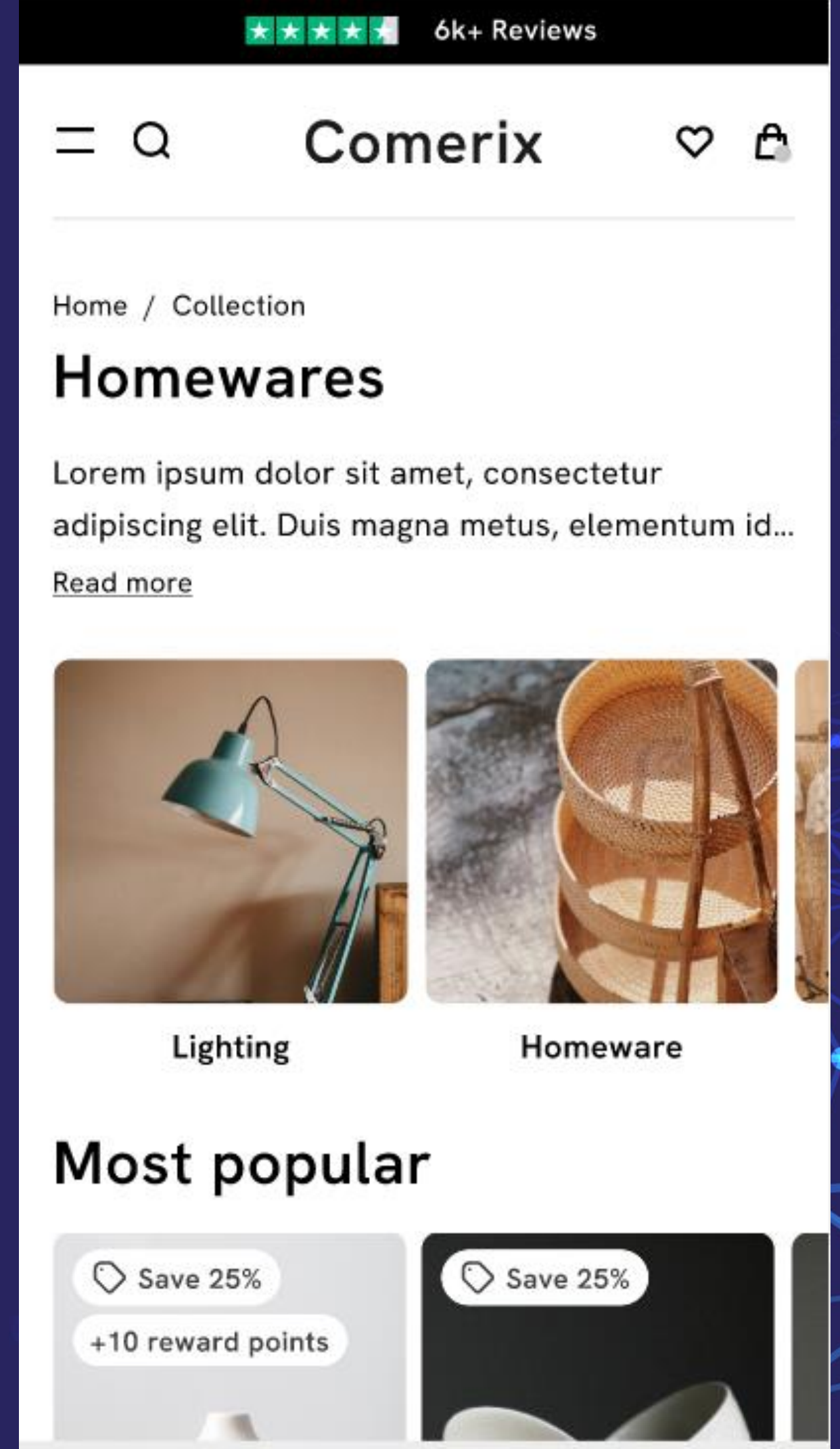
Optimize popup for mobile



H1, description, content



Child categories



Most popular choice from category

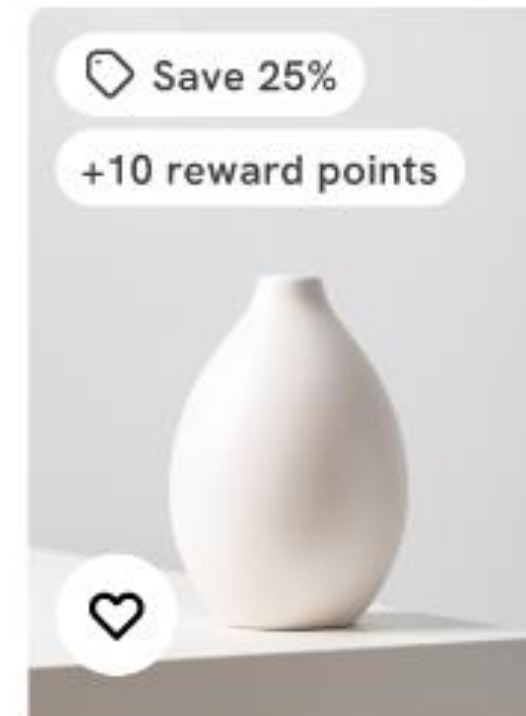


Lighting



Homeware

Most popular



★ 4.2 (16)

Product Name

Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99



★ 4.2 (16)

Product Name

Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99



Filters

Show Filters 

Sort by 

+10 reward points



★ 4.2 (16)

Product Name

Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99



★ 4.2 (16)

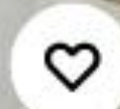
Product Name


Lorem ipsum dolor
sit amet, consectetur...

£29.99



+5 reward points



 Save 25%

+10 reward points



Filters

- 90% of the screen
- Every filter collapsed when new one open
- Sort filters based on usage – most used move to the top

Filters



Colour group



 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

Size



Brands



Price



Clear all

View 28 items

Filters

- Use checkboxes as multi select option
- Preview product count
- Call to action to see products

Filters



Colour group

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

 Colour (4)

Size



Brands



Price

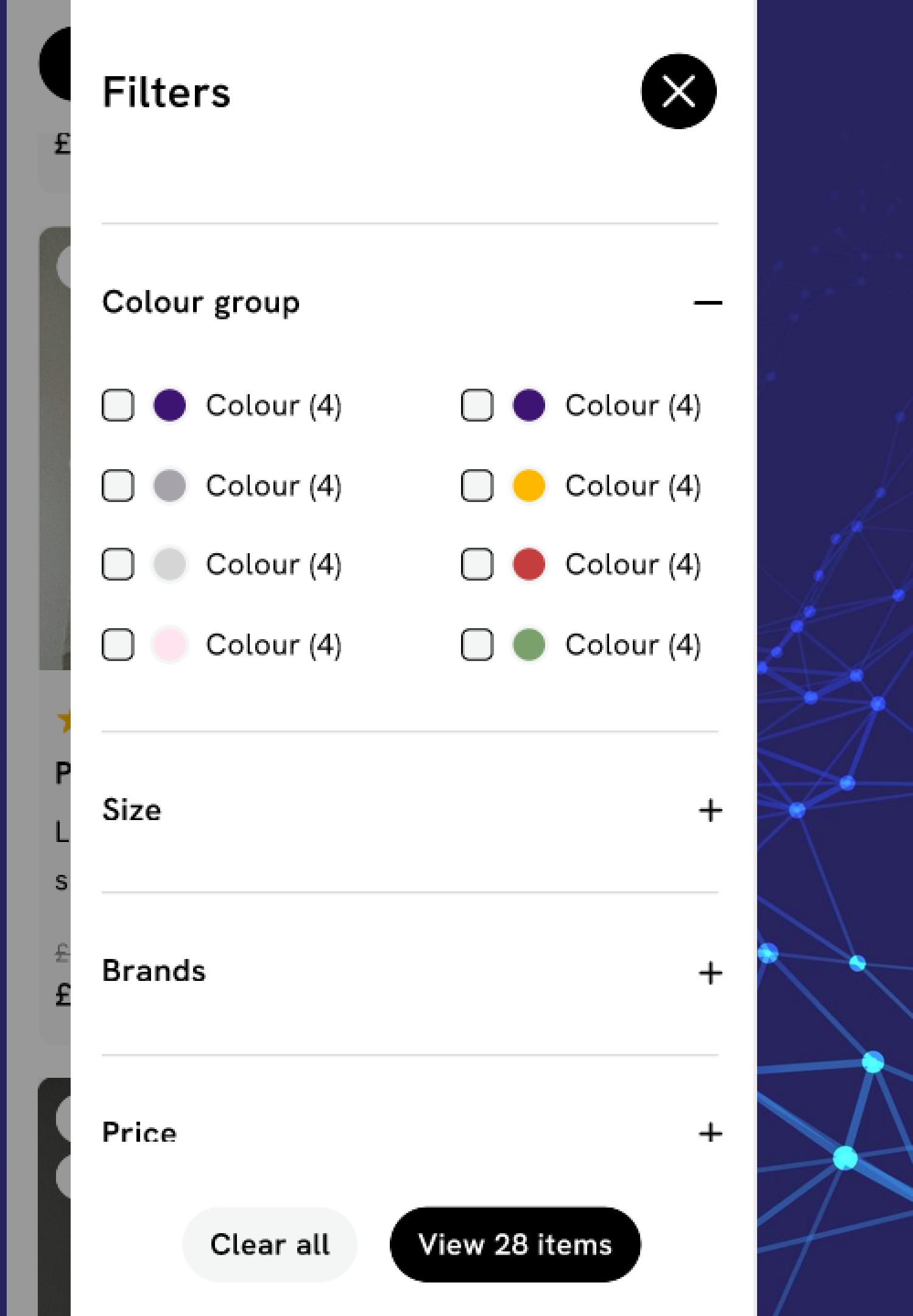


Clear all

View 28 items

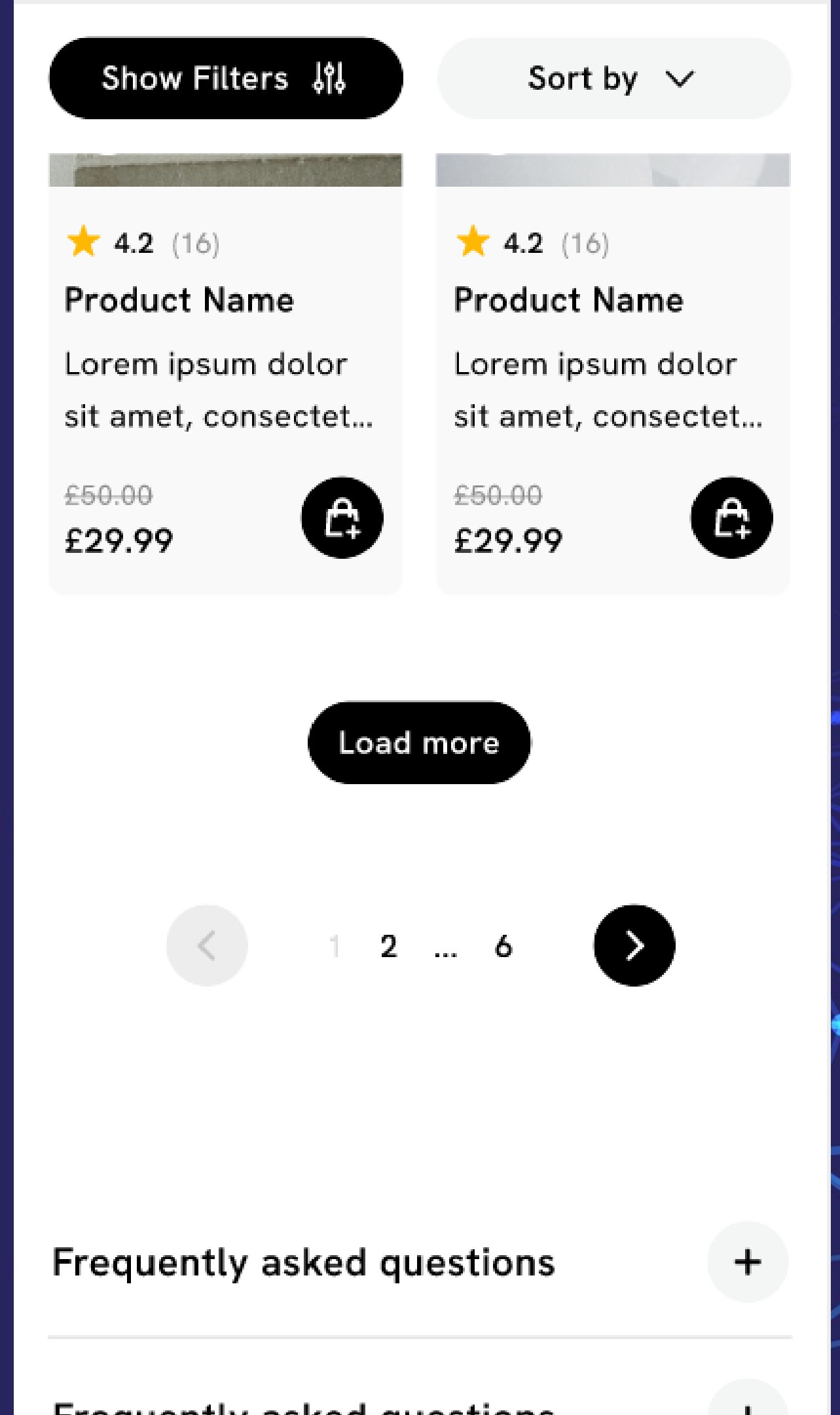
Filters

In case you have many filter options – consider to have 2 levels selection



Use bottom to get more content

Infinity scroll pros and cons ???



Effective cross linking

Promotional card heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec est neque.



Promotion

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec est neque.



Homeware

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis magna metus, elementum id ligula id, posuere finibus diam. Nullam dolor nisi, euismod sed arcu ac, cursus facilisis sem. In sapien magna, eleifend id feugiat in, maximus quis massa. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas

[Text link](#)

[Text link](#)

[Text link](#)


[Text link](#)

[Text link](#)

FAQ content

Show Filters 

Sort by 

 1 2 ... 6 

Frequently asked questions



Frequently asked questions



Frequently asked questions



Promotions

Text link 

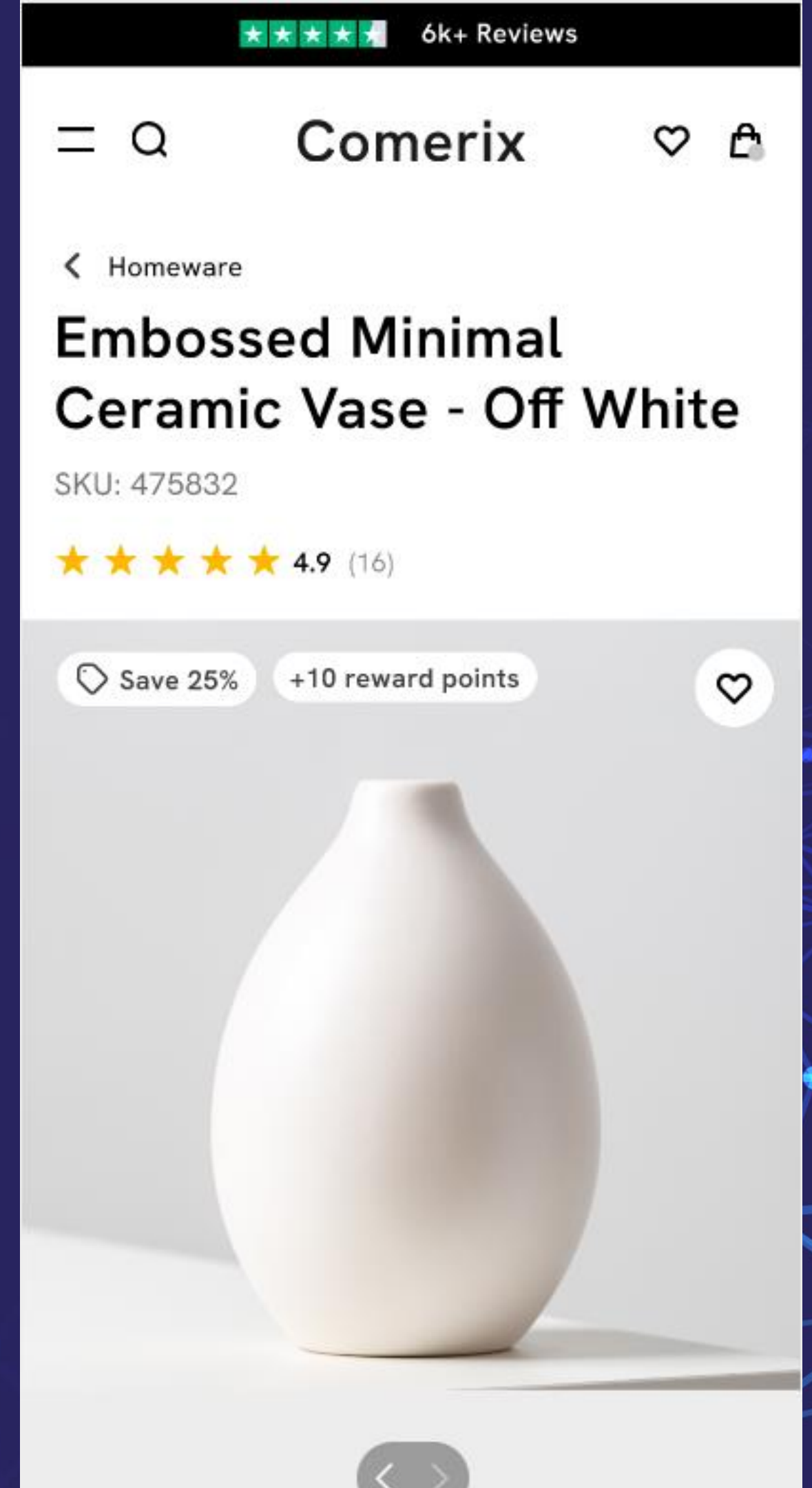


Product page

Title / reviews first

Clean Gallery setup

Use video



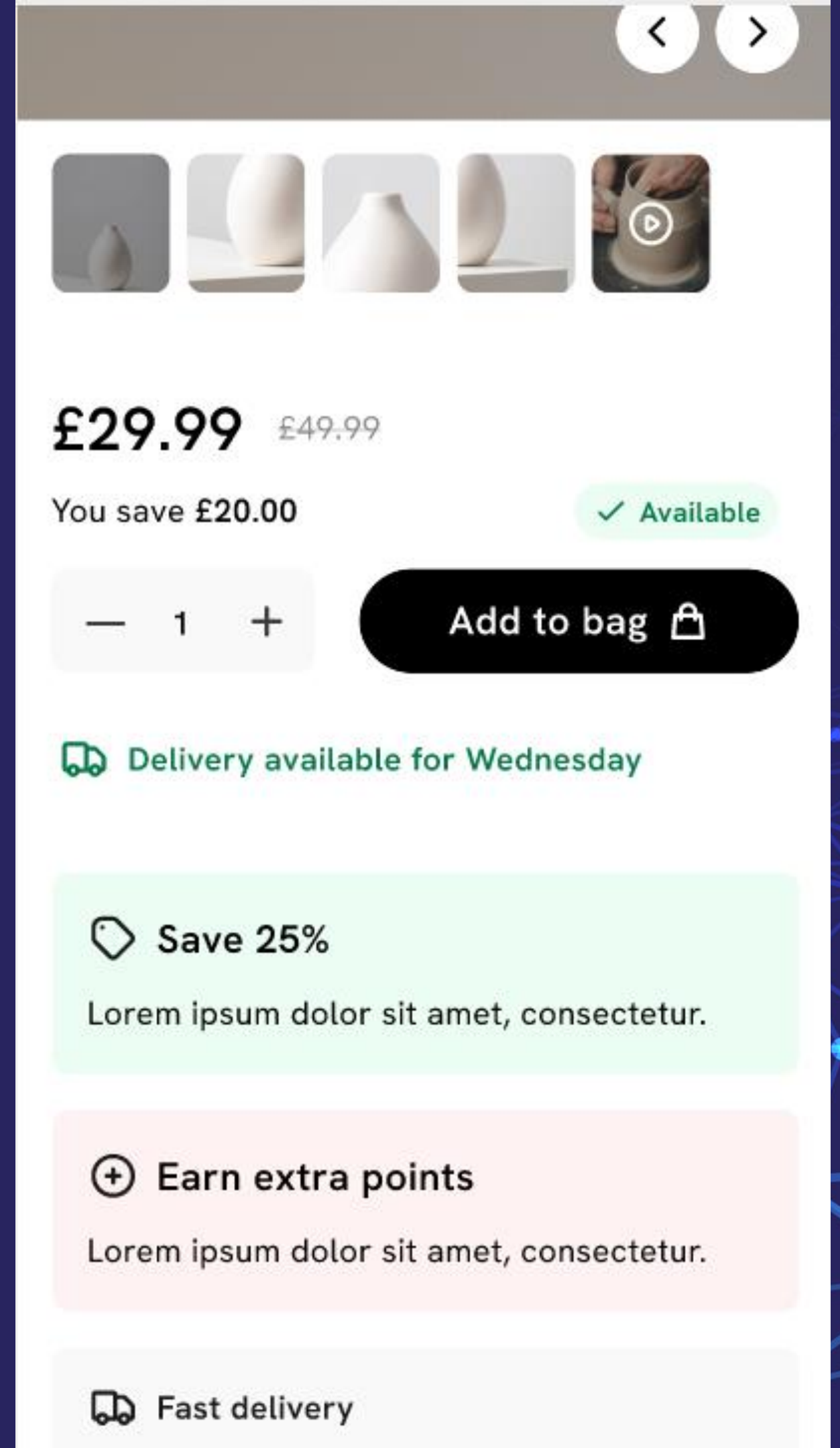
Product page

Clear savings / special price

Availability

Delivery day clearly set

Promote any discounts you are running



Product page

You service advantages

- Fast deliver
- Money back
- Service reviews

Show payment options

 Save 25%

Lorem ipsum dolor sit amet, consectetur.

 Earn extra points

Lorem ipsum dolor sit amet, consectetur.

 Fast delivery

 Free Shipping over £50

 Earn reward points

 iPay

 VISA



 G Pay

 AMEX

Customers also bought

 Save 25%

+10 reward points



 Save 25%




Product page

Bought together option


Customers also bought

Save 25%
+10 reward points




★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99




Save 25%




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Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99




Save 25%



★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99



Lorem ipsum dolor sit amet, consectetur

Product page

Helpful content

- Details
- Manuals
- How to use
- Video

Product feature

Product feature

Manuals

+

How to use

+

Delivery

+

★ 4.5/5 | 125 Reviews

Write a review

Product page

Ask for review

 **4.5**/₅ | 125 Reviews

Write a review

 4.2

By David Narrator

4 days ago

Very comfortable shoes ordered online when they came back into stock after very helpful advice on what types of shoe were suitable for me when I last visited the shop. Excellent, efficient service.

 Collected via Shopify

 4.2

By David Narrator

Expert section

Q&A – expert section with photo

Use different one for different categories

Product curated by



James English

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Vestibulum condimentum posuere

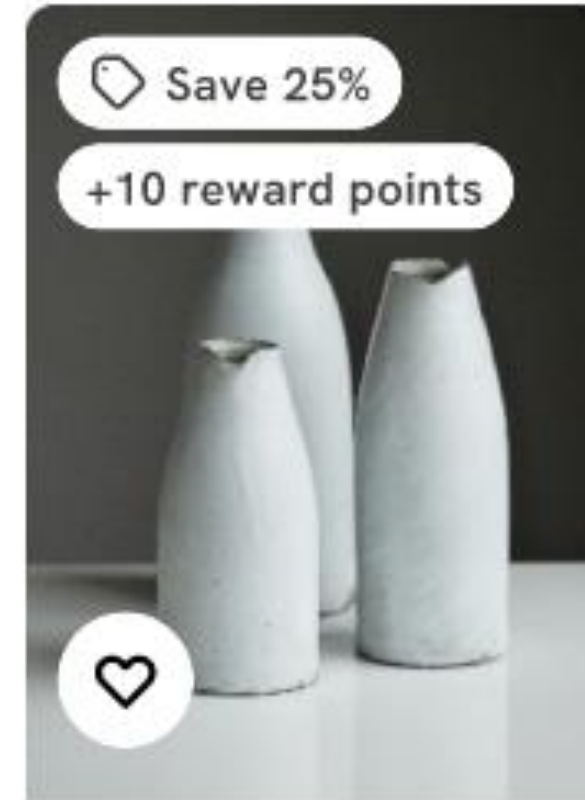


Other cross sale

Related products

Customer also viewed

Related products



★ 4.2 (16)

Product Name

Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99

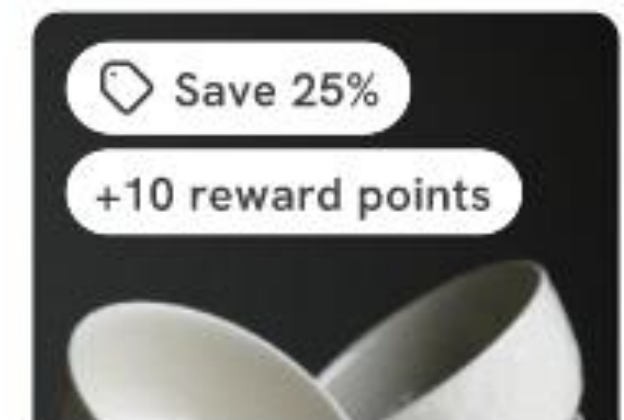


★ 4.2 (16)

Product Name

Lorem ipsum dolor
sit amet, consectetur...


£29.99



Sticky add to cart


Customers also viewed

Save 25%
+10 reward points




★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99




Save 25%



★ 4.2 (16)
Product Name
Lorem ipsum dolor
sit amet, consectetur...

£50.00
£29.99

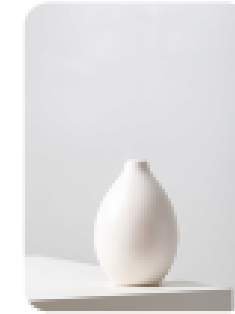


— 1 +

Add to bag 

Post add to cart

Shopping bag



Product title

Variant:

£149.99

— 1 +

[Remove](#)

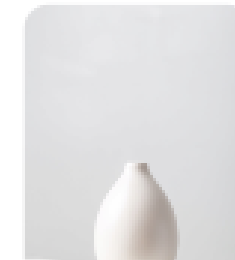


Product title

£2.99

— 1 +

[Remove](#)



Product title

Variant:

£149.99

Subtotal: £149.99

Delivery and discounts codes calculated at checkout.

Checkout Securely

Safe and easy payments



**In God we trust -
everything else we test**

EcommerceCamp 

Thank you!

ecommercecamp.co.uk

EcommerceCamp 

Questions?

ecommercecamp.co.uk