ESSENTIALS

Mobile - UX Essentials Competitive Research

with iPhone 11

Dimensions:750x1624 (on Safari)

CD-3379

R1

Oct 18, 2021

UX Designer
Jin Yeong Kim

Table of Contents

Key Takeaways

Desktop User Research

High Resolution - Invision

https://bigcommerce.invisionapp.com/console/share/NY3506LO4A

Background: Why we need this

In the past we focused on the desktop experience first and then the mobile. However, since our mobile customers have increased, we need to improve an equally favorable website for both desktop and mobile customers. As the screen gets smaller, we need to provide the optimized layout and content of the website for display on the mobile screen. Also, we need to drill down to find takeaways for the mobile screen based on the desktop UX research.

UX Research Goal: What we can get

- Discover the differences between the desktop experience and mobile experience
  from a UX viewpoint.
- Make the best practice for navigation structure and animation.
- Find onboarding steps on the mobile view.
- Compare what competitors have and what we don't.
- Learn how competitors display product features.

By providing an optimized mobile experience, we can avoid our potential customers being frustrated trying to figure out what they need. Also from these findings, we will drive more quality traffic to the mobile experience and increase sales by providing customers with a more convenient alternative than our competition.

Research Principles on UX View Point:

- Mobile Navigation & Structure
- Store Examples & Themes
- Product Features w/ Product Pictures
- Onboarding Steps

1

1:50

🔒 shopify.com

S shopify　Log in　☰

The platform commerce is built on

More than a million of the world's most successful brands trust Shopify to sell, ship and process payments anywhere.

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

Deyan Kenarny

$1,268.60

Bring your business online

Create an ecommerce website backed by powerful tools that help you find customers, drive sales, and manage your day-to-day.

Explore more examples →

FOOD & DRINK
Alfred

JEWELRY
Corey Moranis

FOOD & DRINK
Detour Coffee

BEAUTY & COSMETICS
Then I Met You

Take the best path forward

Start an online business

Create a business, whether you've got a fresh idea or are looking for a new way to make money.

Move your business online

Turn your retail store into an online store and keep serving customers without missing a beat.

Switch to Shopify

Hire a Shopify expert

Get set up with the help of a trusted freelancer or agency from the Shopify Experts Marketplace.

Sell everywhere

3

Use one platform to sell products to anyone, anywhere—in person with Point of Sale and online through your website, social media, and online marketplaces.

Explore ways to sell →

Market your business

Take the guesswork out of marketing with built-in tools that help you create, execute, and analyze digital marketing campaigns.

Explore how to market your business →

Manage everything

Gain the insights you need to grow—use a single dashboard to manage orders, shipping, and payments anywhere you go.

Explore how to manage your business →

Helen B.
My Work Space

TOTAL SALES　**TRANSACTIONS**

$218
6 total orders　View report

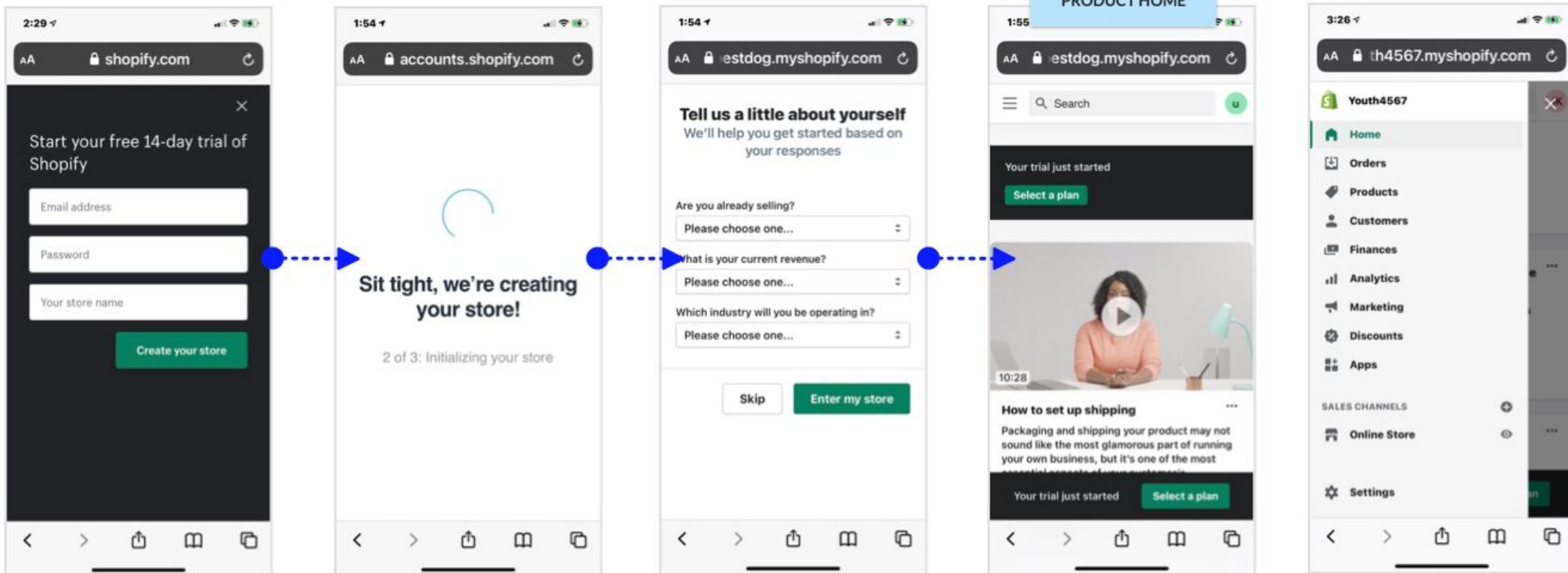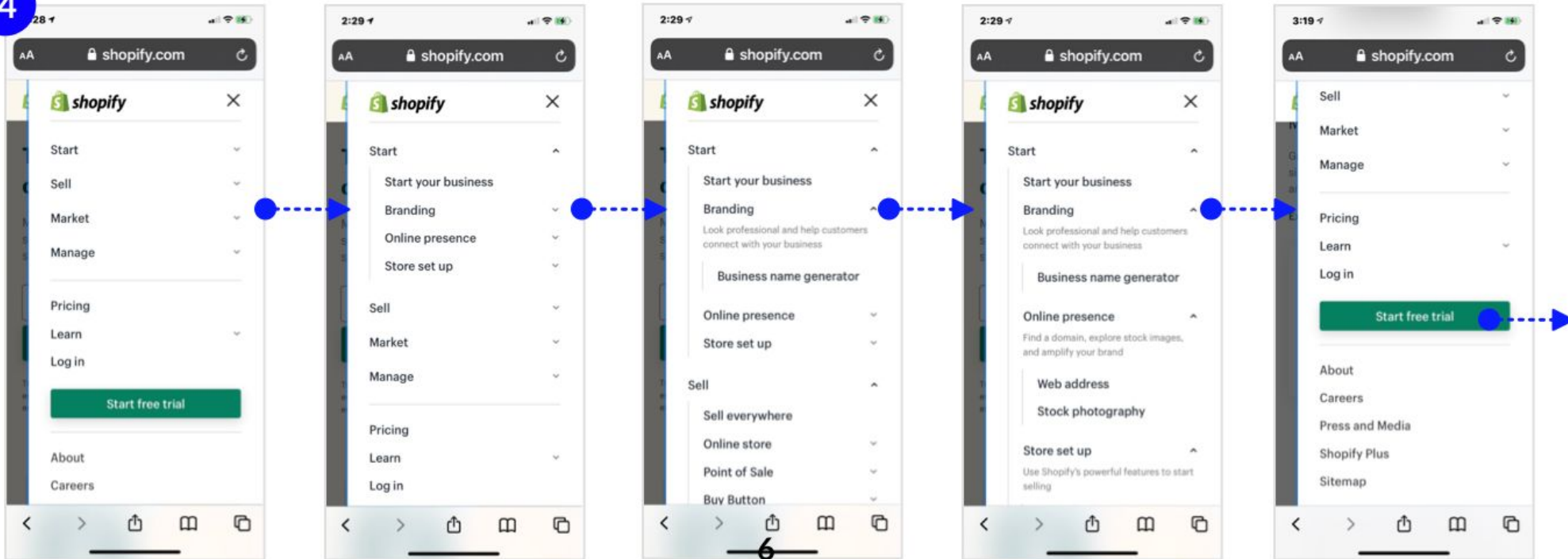## Start your business journey with Shopify

Try Shopify for free, and explore all the tools and services you need to start, run, and grow your business.
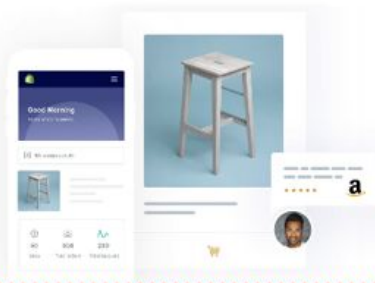
Start free trial

2

Back to top ↑

4

PRODUCT HOME

3

Sell everywhere

Use one platform to sell products to anyone, anywhere—in person with Point of Sale and online through your website, social media, and online marketplaces.
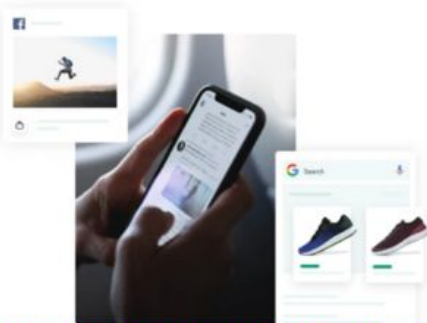
Explore ways to sell →

Market your business

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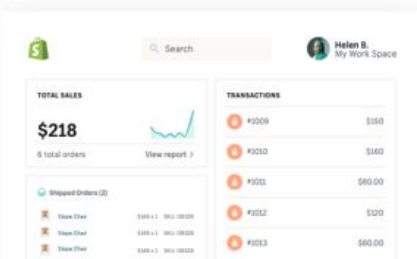
Explore how to market your business →

Manage everything

Gain the insights you need to grow—use a single dashboard to manage orders, shipping, and payments anywhere you go.

Explore how to manage your business →

BC HOME

designed to fuel growth

Build, Run, and Grow a better online business that's up and running in less time, with less cost. With Essentials, get an ecommerce platform that won't hold you back today or in the future—with your choice of the best features and functionality to showcase your products and manage your business.

Convert more sales

Help customers cross the finish line with a seamless path to purchase and advanced marketing tools.

- Leverage our Page Builder tool to get your store up and running faster and make quick changes to your site, no coding required.
- Streamline checkout with optimized one page checkout and win back customers with shopping cart recovery.
- Put your products' best foot forward with native Google AMP and optimized images via Akamai Image Manager.

VIEW CONVERSION FEATURES →

Simplify ecommerce management

See the guesswork out of managing your new or growing online business.

- Improve planning with inventory management tools.
- Craft personalized shopping experiences with customer groups.
- Choose from leading shipping and payment providers to find your best fit solutions, without penalties.

EXPLORE FEATURES →

VIEW SUPPORT FEATURES →

3. Takeaway: Adjust graphics and text pecking orders

Shopify home always keeps the same order and hierarchy, like header, body text, and images, but our mobile doesn't follow this logic as you see.

When we get into building a responsive mobile design, the auto-zoom can mess up the layout elements; however, keeping the same order makes it much easier to read on the small mobile screen.
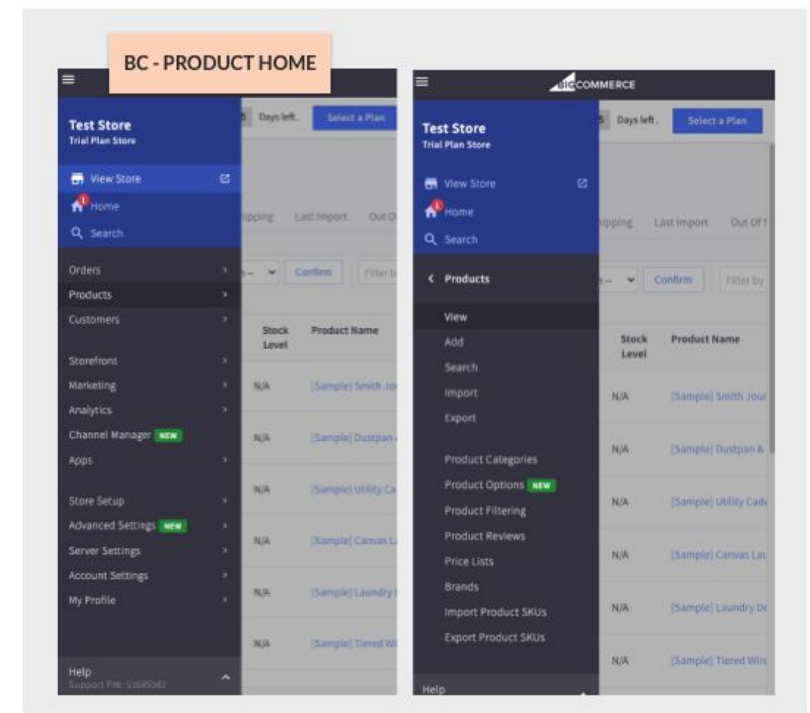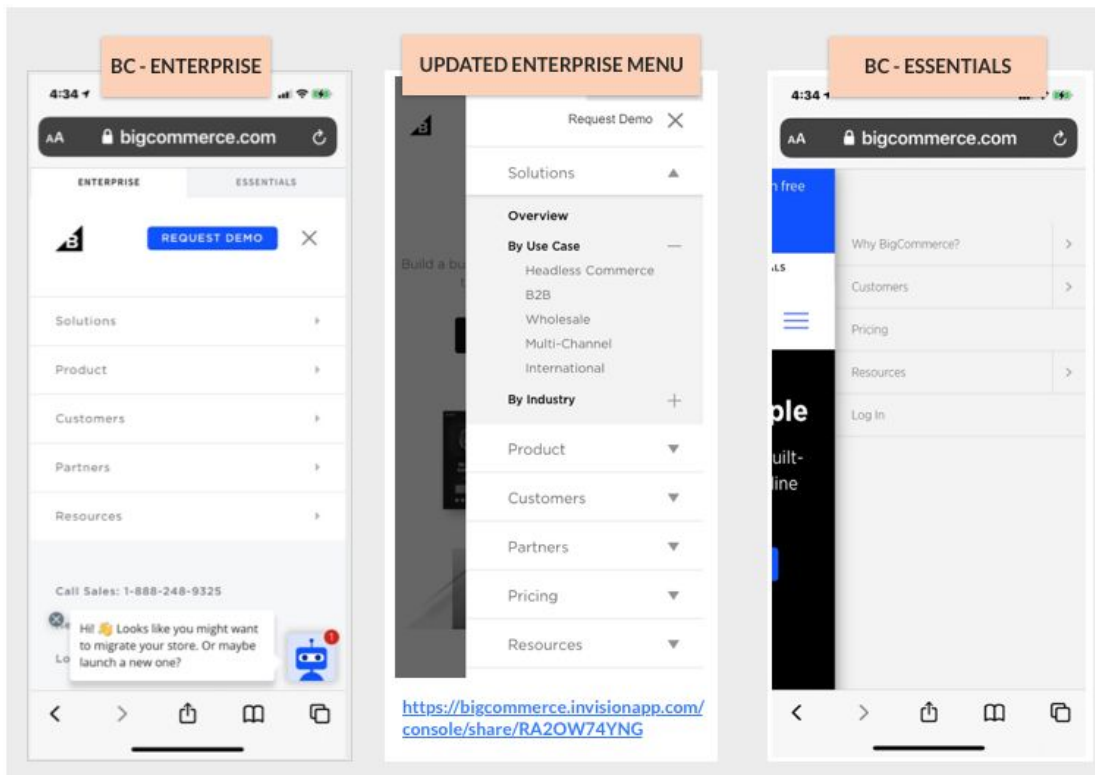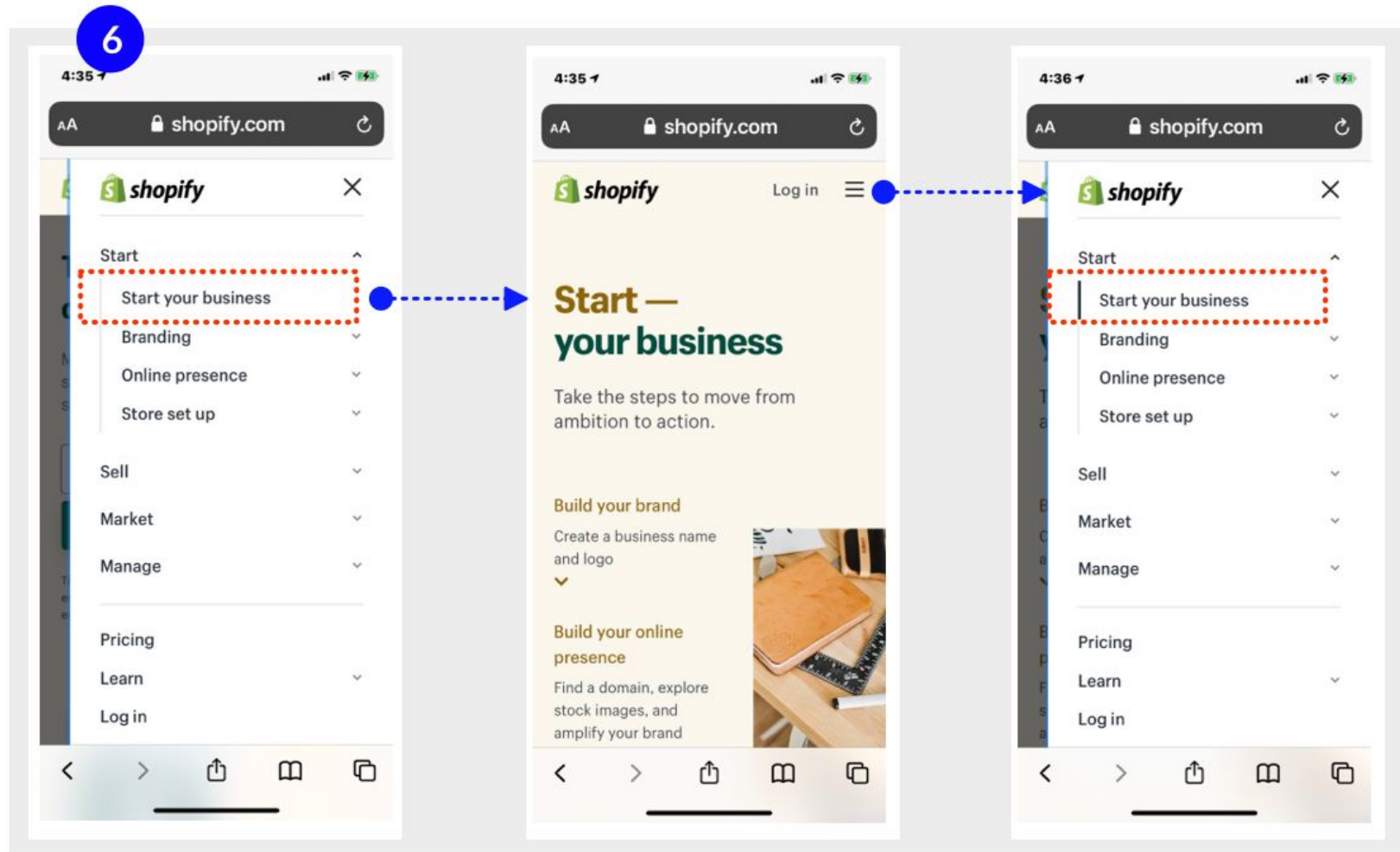
PRODUCT HOME
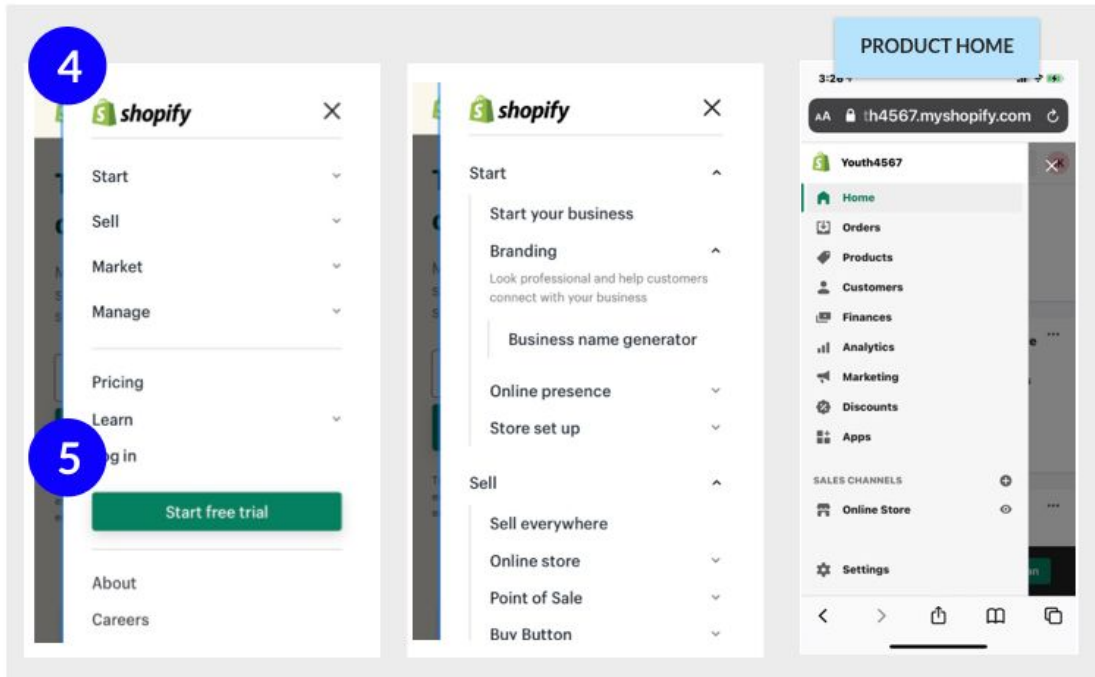
4. Takeaway: Sliding Menu w/ Accordion Drop-down

Shopify has a sliding accordion menu with an overlay, and they have a similar menu style on the product. It works well in a limited space and helps customers interact with all devices with consistent design and functionality across all pages and products. We're working on the Enterprise mobile menu. After we finalize it, we can update the Essential menu, animation, and transition.

5. Takeaway: Start Free Trial on the Menu

We will consider having the "Free Trial" CTA on the menu. Enterprise has "Demo Request" CTA.

BC - ENTERPRISE

UPDATED ENTERPRISE MENU

BC - ESSENTIALS

https://bigcommerce.invisionapp.com/console/share/RA2OW74YNG
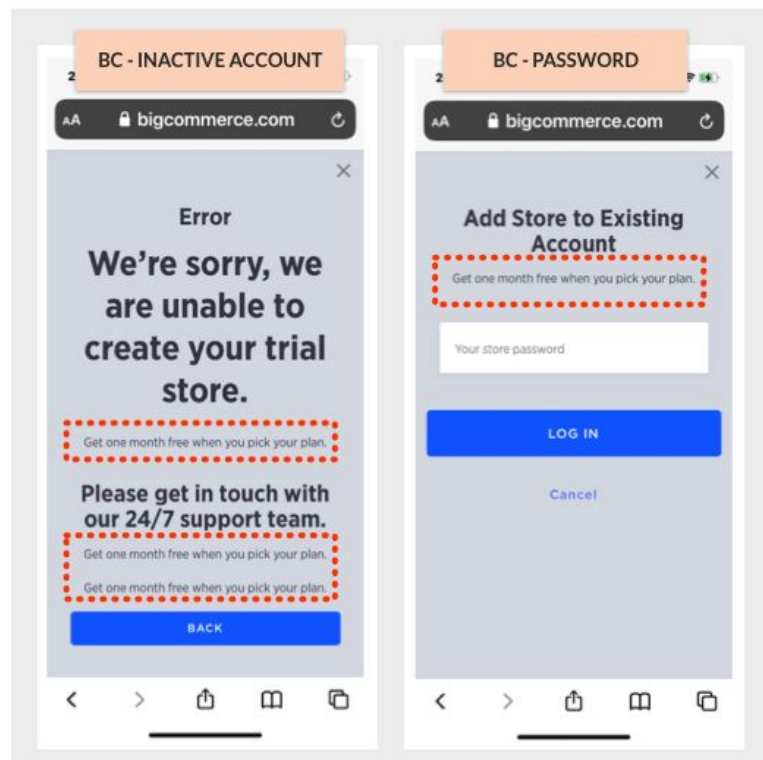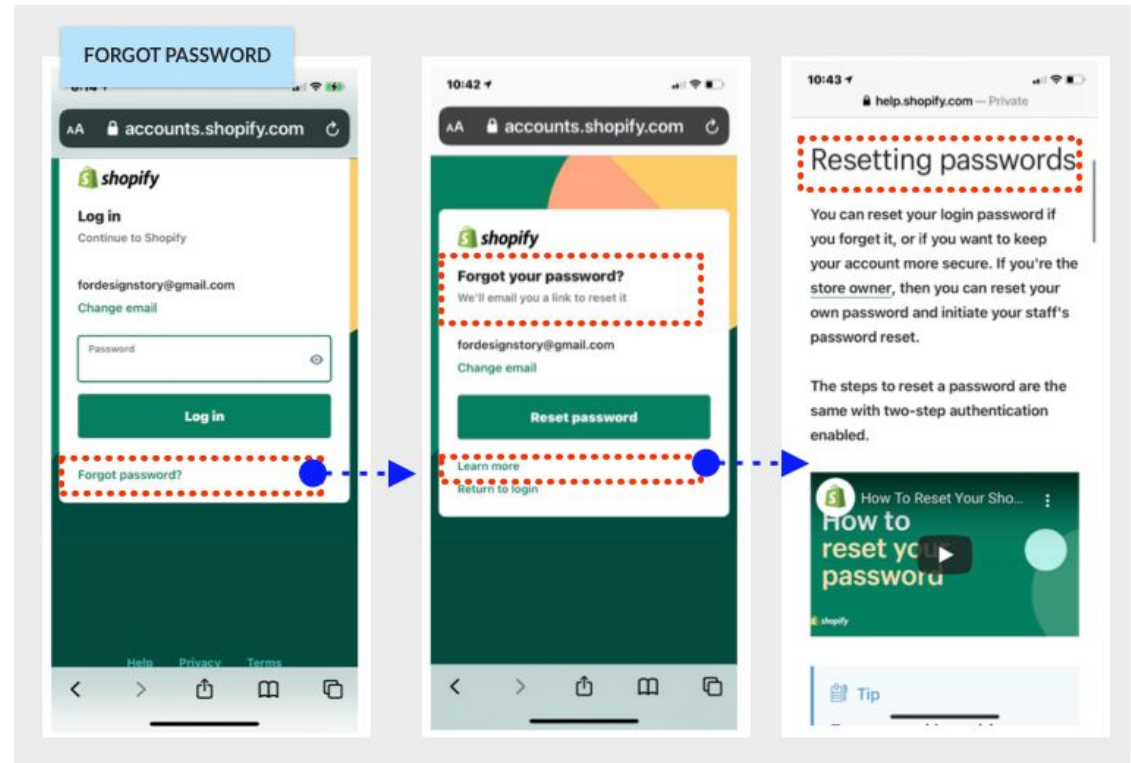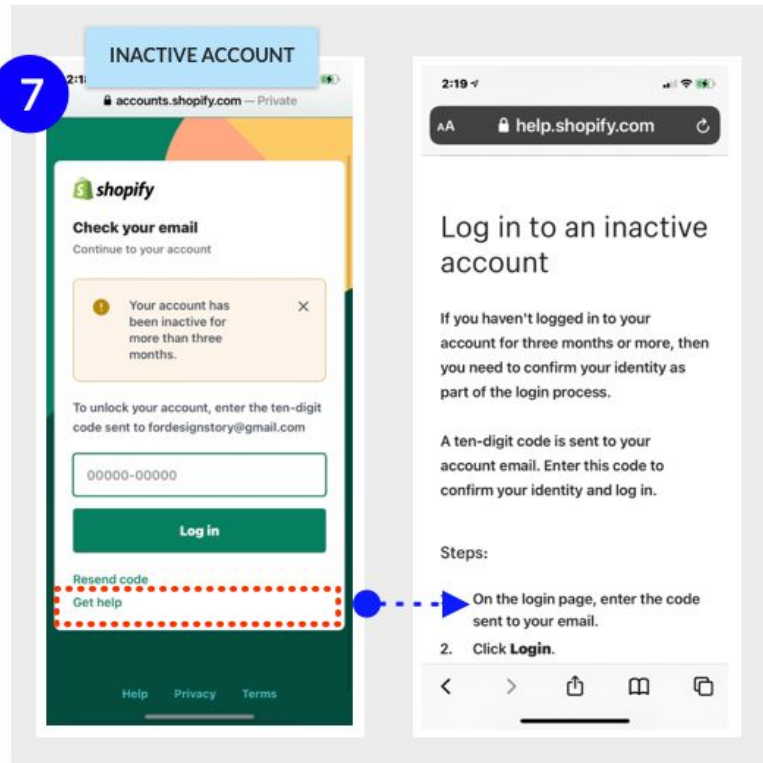
BC - PRODUCT HOME

6. Takeaway: Menu Remember the Last Selection

Shopify menu can allow for the dropdown menu to reflect the last selection after the menu is clicked. It can remember the selected menu option when navigating away and back. It's a useful function so customers can see their original selection.

7

INACTIVE ACCOUNT

Check your email
Continue to your account

⚠ Your account has been inactive for more than three months. ✕

To unlock your account, enter the ten-digit code sent to fordesignstory@gmail.com

00000-00000

Log in

Resend code
Get help

Help   Privacy   Terms

Log in to an inactive account

If you haven't logged in to your account for three months or more, then you need to confirm your identity as part of the login process.

A ten-digit code is sent to your account email. Enter this code to confirm your identity and log in.

Steps:

1. On the login page, enter the code sent to your email.
2. Click **Login**.

FORGOT PASSWORD

Log in
Continue to Shopify

fordesignstory@gmail.com
Change email

Password

Log in

Forgot password?

Forgot your password?
We'll email you a link to reset it

fordesignstory@gmail.com
Change email

Reset password

Learn more
Return to login

Resetting passwords

You can reset your login password if you forget it, or if you want to keep your account more secure. If you're the store owner, then you can reset your own password and initiate your staff's password reset.

The steps to reset a password are the same with two-step authentication enabled.

How To Reset Your Sho...
How to reset your password

💡 Tip

BC - INACTIVE ACCOUNT

Error
We're sorry, we are unable to create your trial store.

Get one month free when you pick your plan.

Please get in touch with our 24/7 support team.

Get one month free when you pick your plan.
Get one month free when you pick your plan.

BACK

BC - PASSWORD

Add Store to Existing Account

Get one month free when you pick your plan.

Your store password

LOG IN

Cancel

7. Takeaway: On-Boarding Error Handling

When customers meet error situations, we have to present several ways to solve issues. Shopify has good examples of customers' accounts being inactive; clicking the "Get Help" CTA drives to the help page, and the anchor link takes you to the inactive part of the page without scrolling as much.
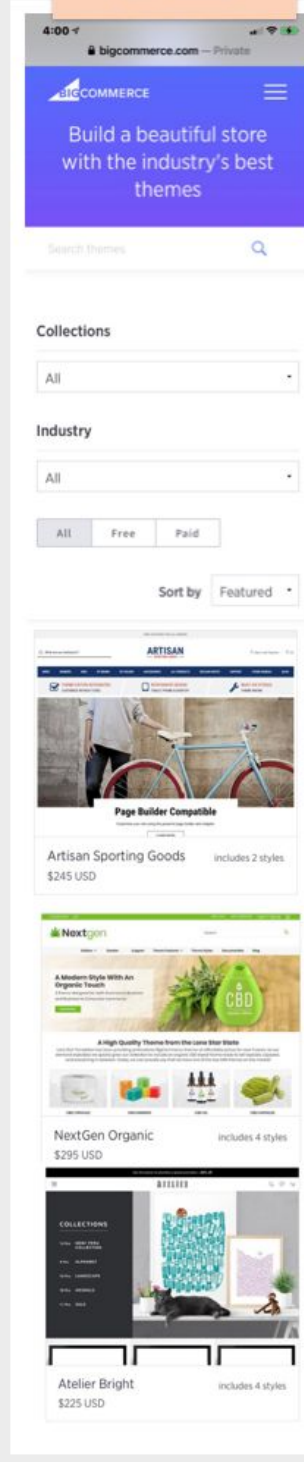
There is no CTA to get help on BC screens. If they give up, we're losing potential customers to the competition. Taking care of error cases can help enable lower rates of user errors and ultimately improve usability.

8
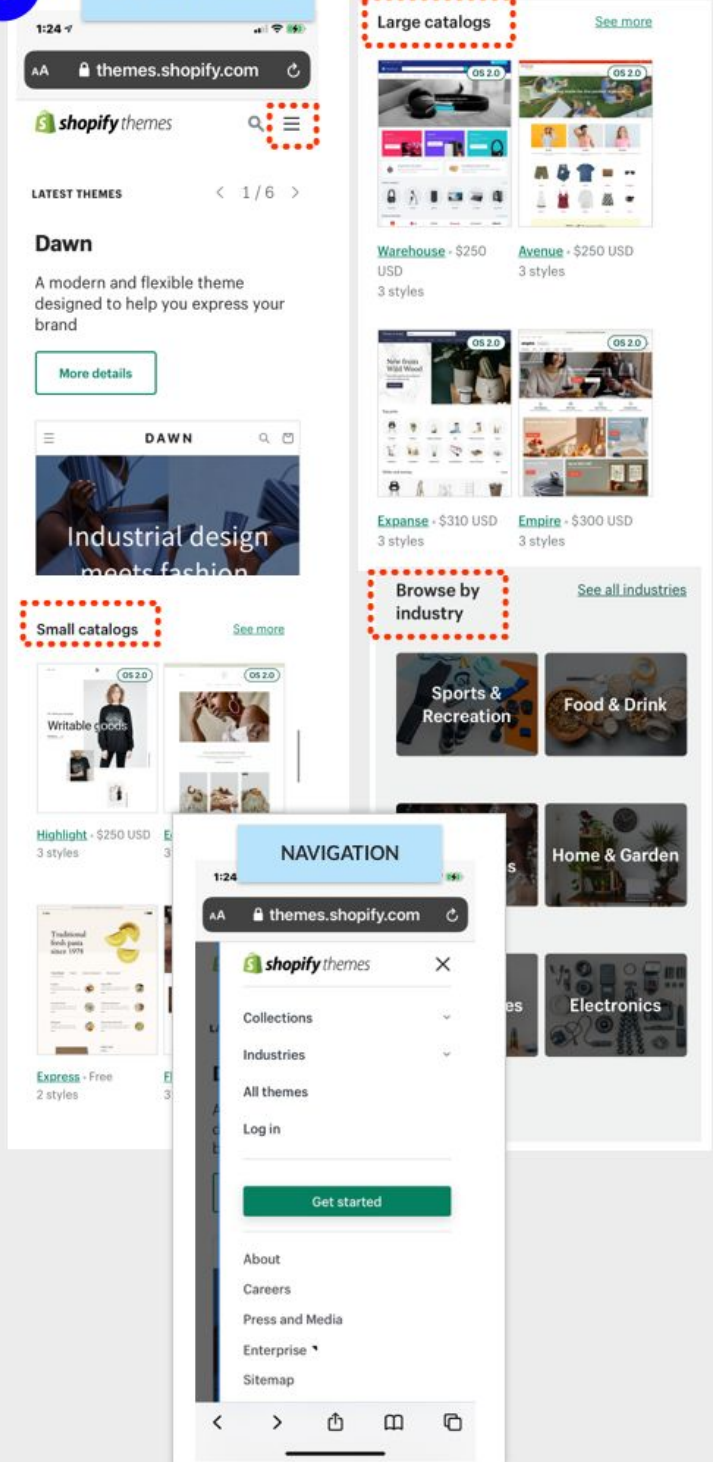
BC - THEMES

8. Takeaway: Themes

The theme page contains several sections: Large catalogs, Small catalogs, Selling in person, Selling internationally, etc. Grouping makes reading easier on the small mobile screen, and using the "See more" CTA can help shorten the page.

BC has one column without grouping. It takes such a long scroll down to get to the bottom. We use the dropdown selection with native selection instead of the left-side navigation. However, we have different types of functions and styles leading to an inconsistent experience. Customers find it hard to get what they need. Also, if customers click the BC logo, it goes to Enterprise home. We need to add another CTA that can go back to the Essentials home.
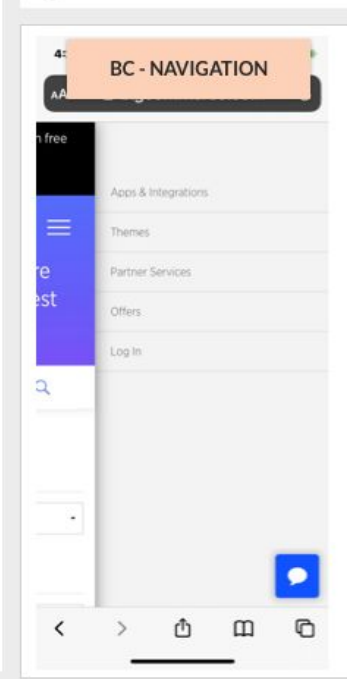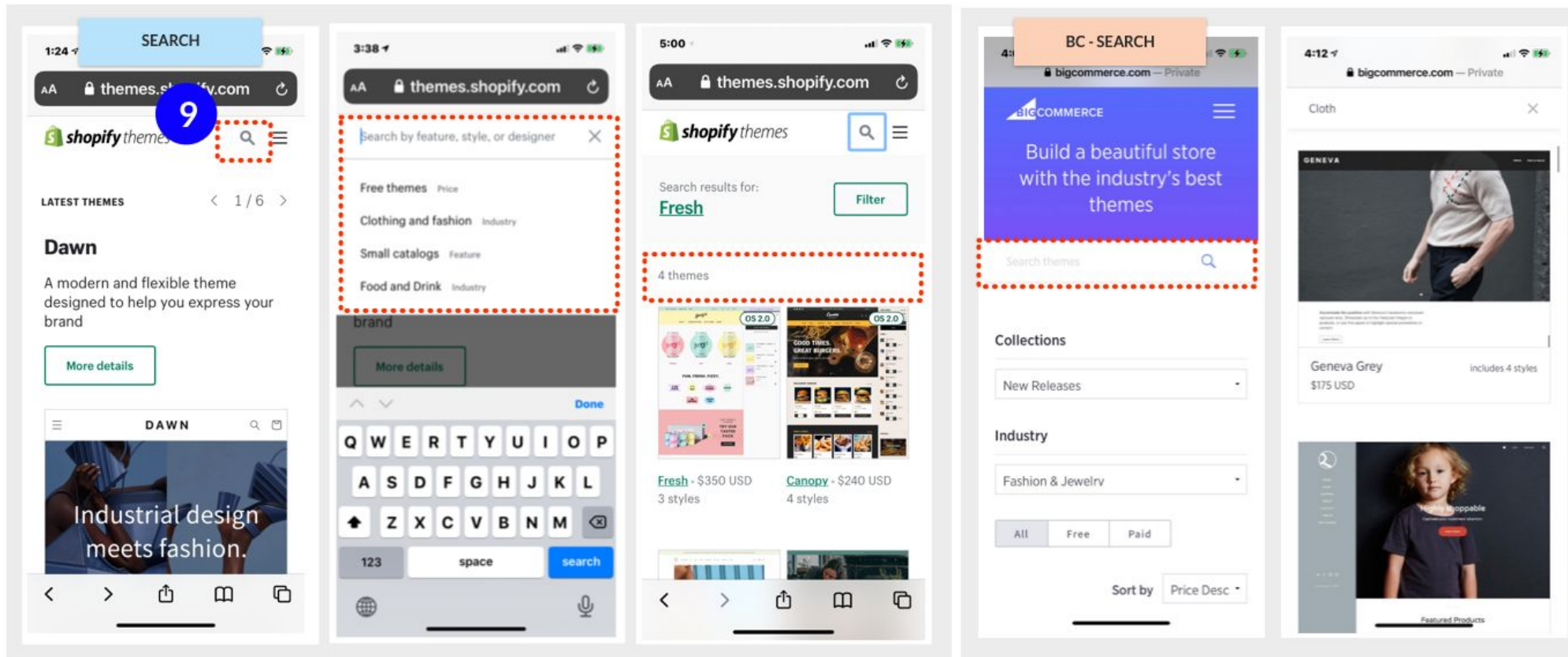
9. Takeaway: Search

The search tool is excellent for finding specific results that potential customers need. It can help increase engagement and ensure that customers can efficiently find the best themes. We have the search tool, but it doesn't provide detailed results, and it's hard to find what customers are looking for.
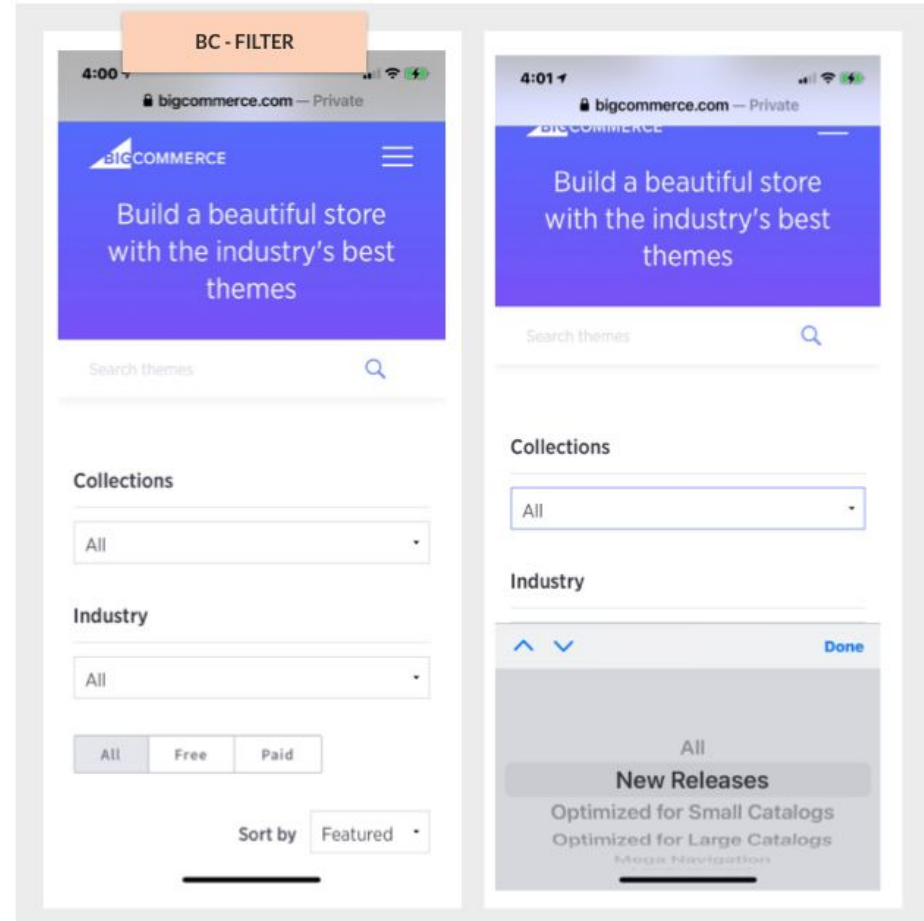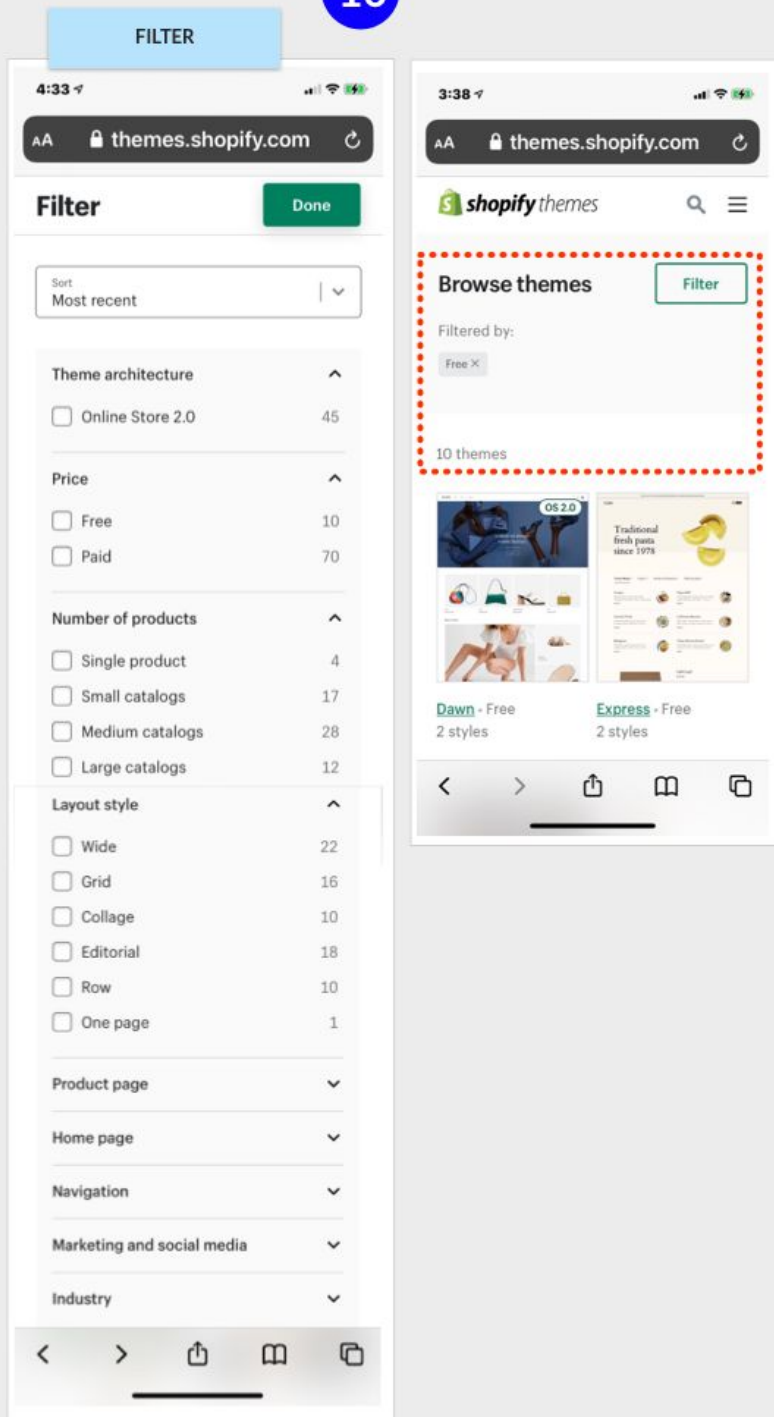
10. Takeaway: Filter

The filter on the theme page contains four categories: theme architecture, price, number of products, and layout style. It's easy to find detailed selections, and this feature helps customers find what they want.

Our filter uses native select, and it has four different sections and is complex to figure out how to use. We need to improve consistency and create a better user experience.
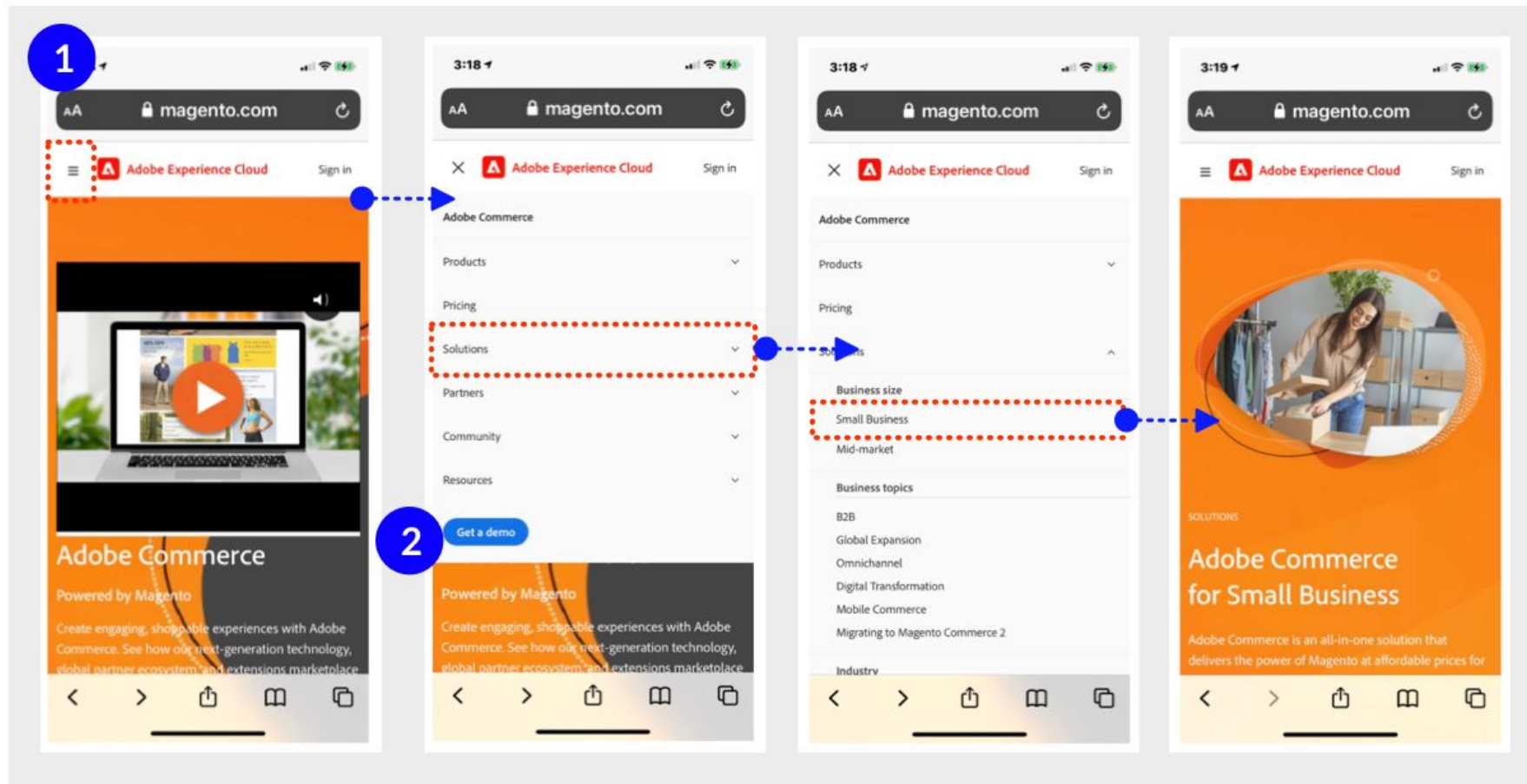
1. Takeaway: Menu w/ Accordion Drop-down

Overall, the menu doesn't have a smooth transition and lacks animation. The touch target doesn't work properly. When implementing CTAs in a layout, consider using dimensions that meet or exceed the recommended size for touch targets.

2. Takeaway: Get Demo on the Menu

We will consider having the "Free Trial" CTA on the menu.

3
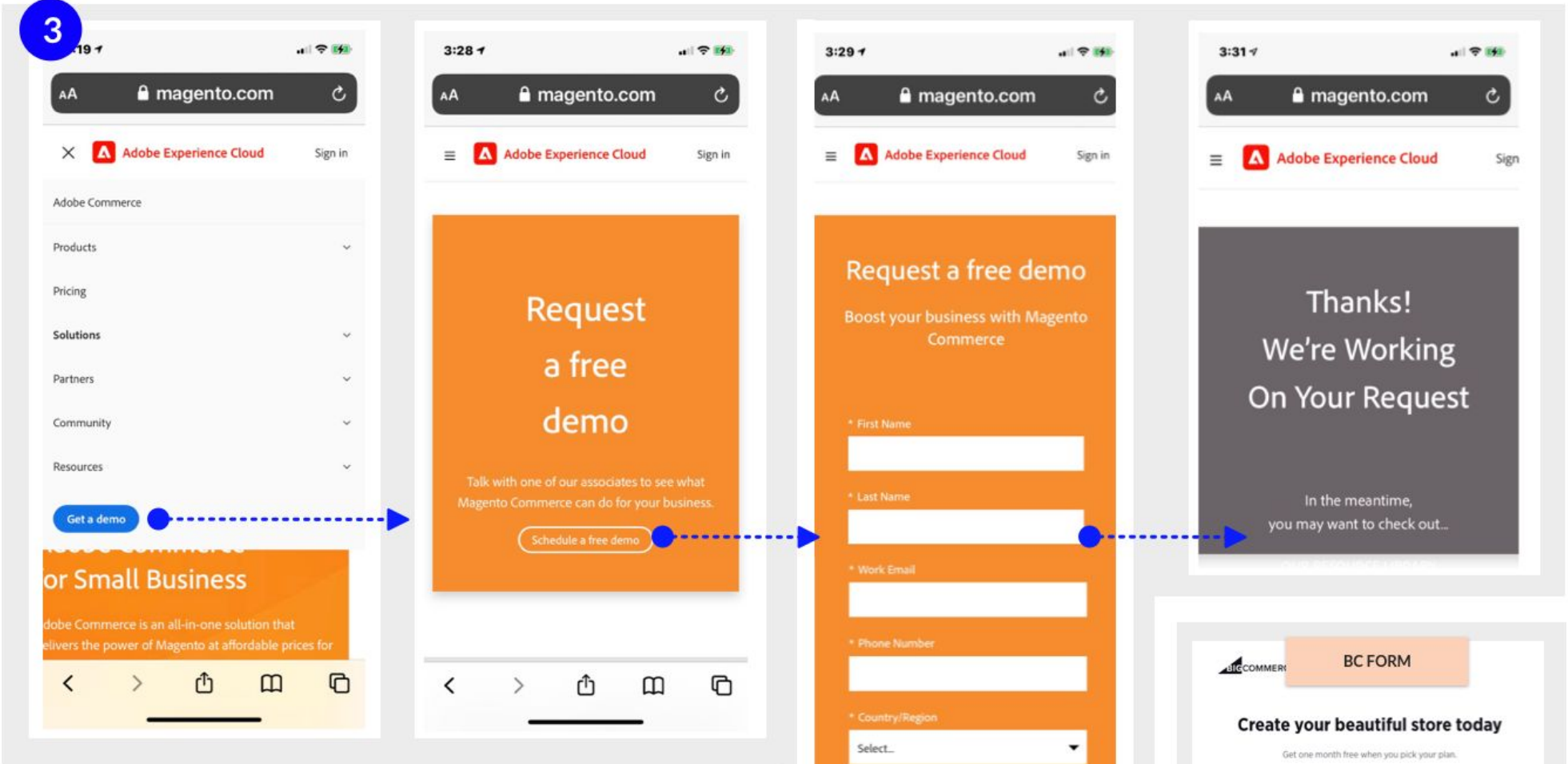
3. Takeaway: Get a Demo

Magento has a very standard request demo form for onboarding. It covers small businesses and mid-market.

MAGENTO - CASE STUDY FILTER

BC CASE STUDY FILTER
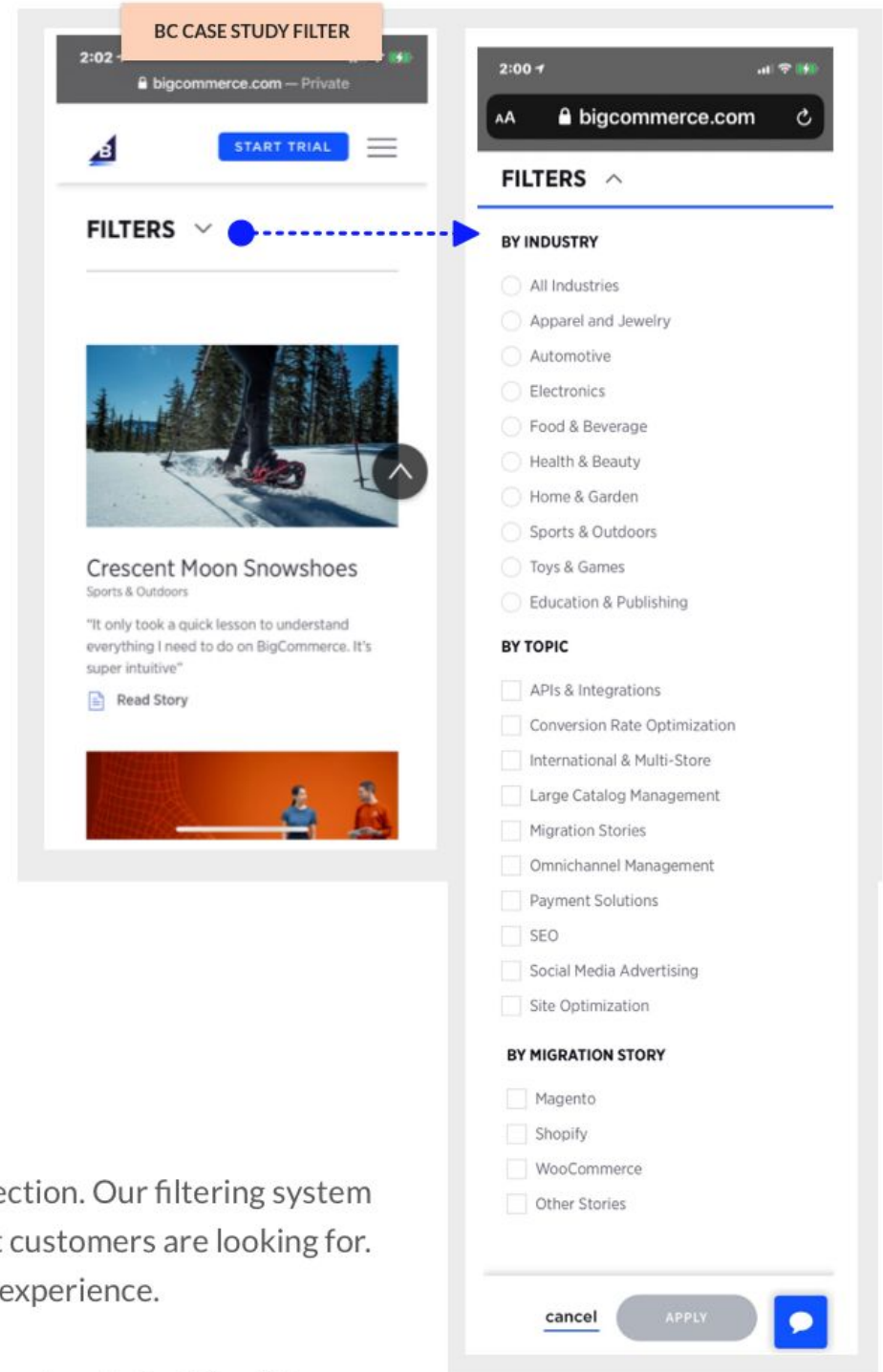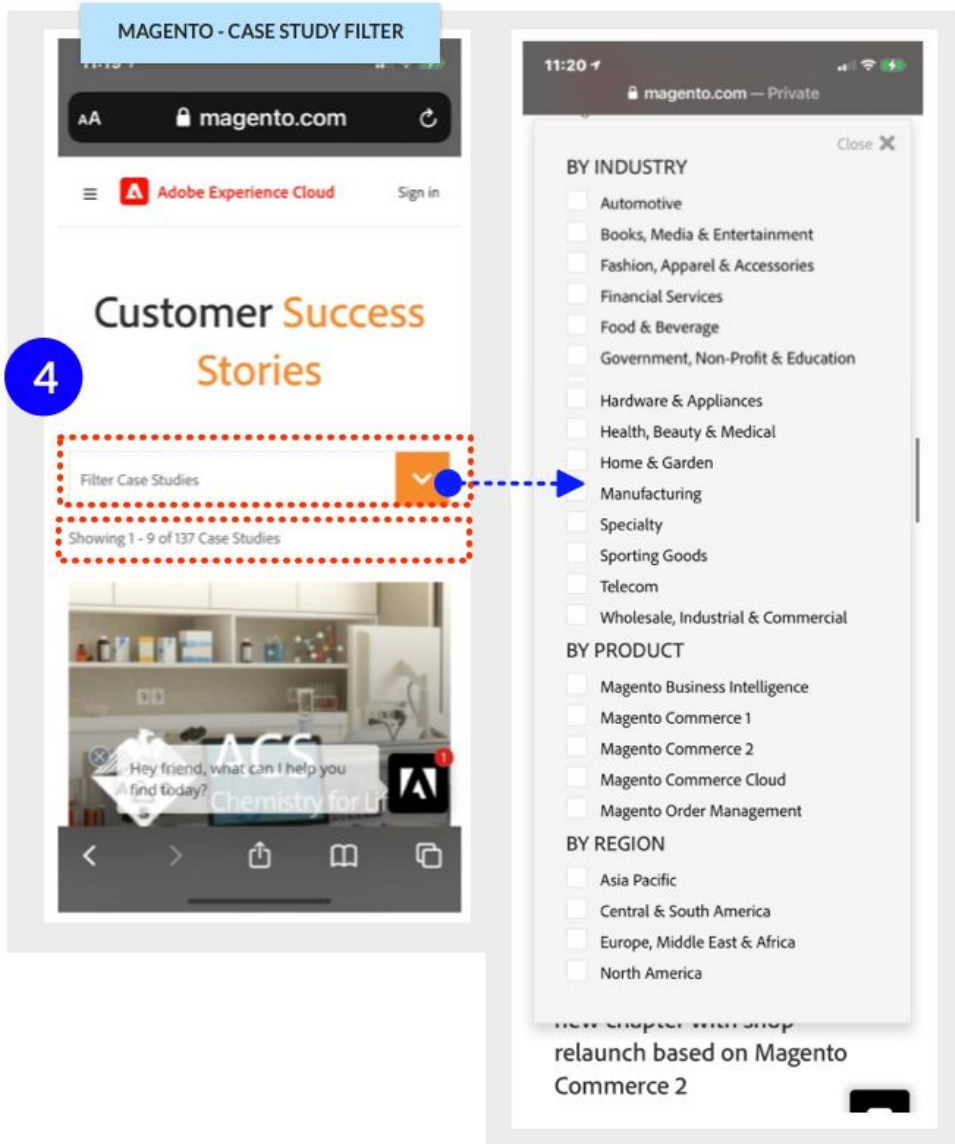
4. Takeaway: Case Studies Filter

Magento filter in the case studies doesn't have CTA for conforming selection. Our filtering system has a much better interface, functionality and is easier to apply to what customers are looking for. But showing the number of results is a good indicator for a better user experience.

The filter is a great chance to present various products, and even the simple act of adding filters can increase conversions.
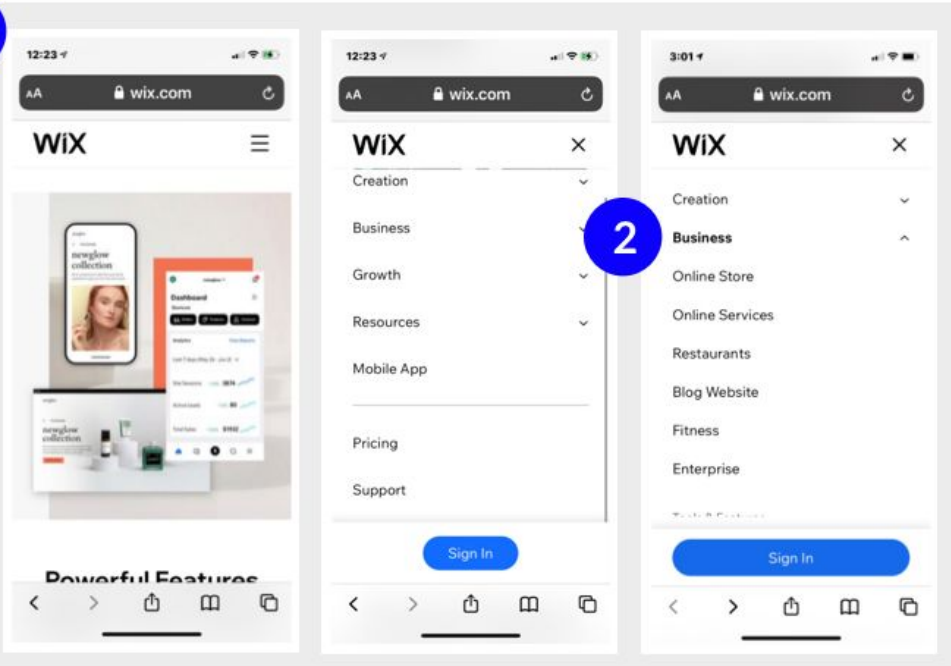
1. Takeaway: Not Using Responsive Site

Wix doesn't optimize a desktop website on a smartphone. They built separate sites for mobile and desktop instead of using a responsive site. The separate mobile site can offer differentiation of mobile content, and we can provide ability for a fully mobile-centric user experience. But it needs more complicated SEO requirements and a higher cost of maintenance.

2. Takeaway: eCommerce Page in Business> Online Store

WixCommerce has a separate lading page. Overall, it displays very well for images, text, etc., on the mobile view and transfers the exact same content from the desktop.
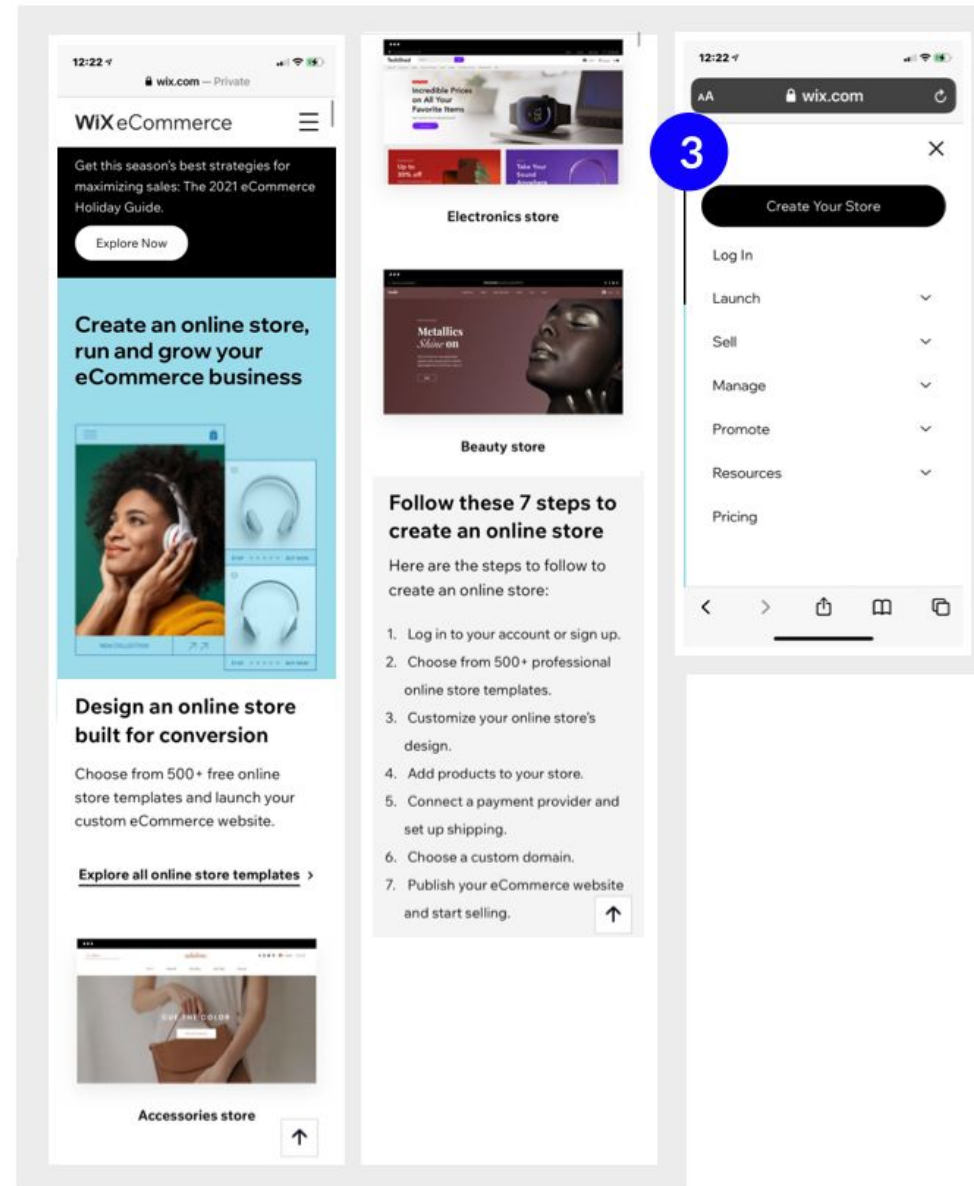
3. Takeaway: eCommerce Navigation

eCommerce navigation has different menu options and it contains "Create Your Store" CTA.
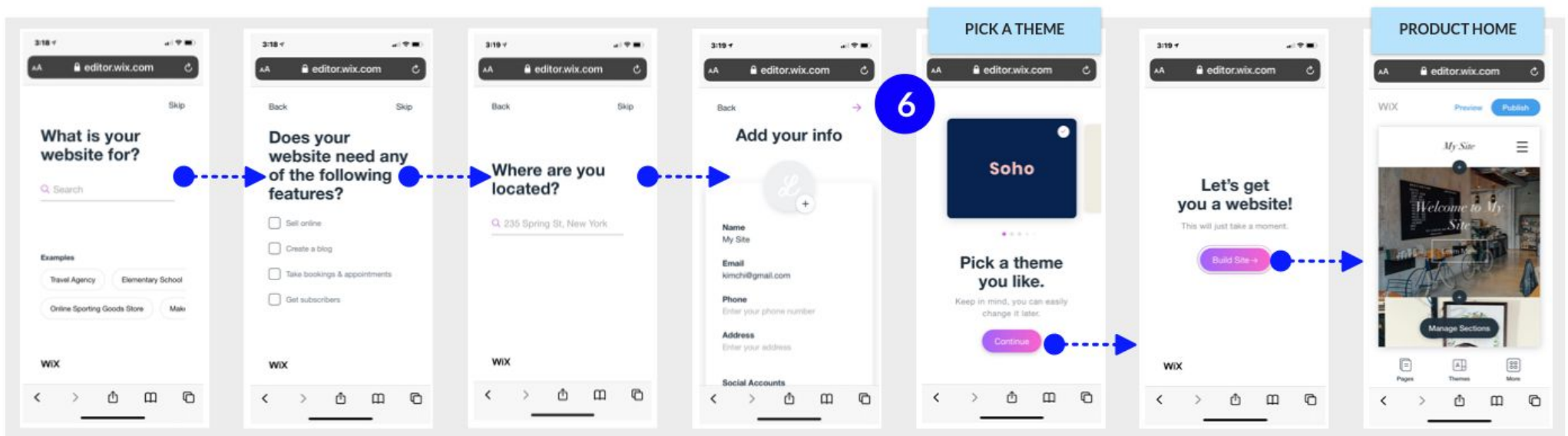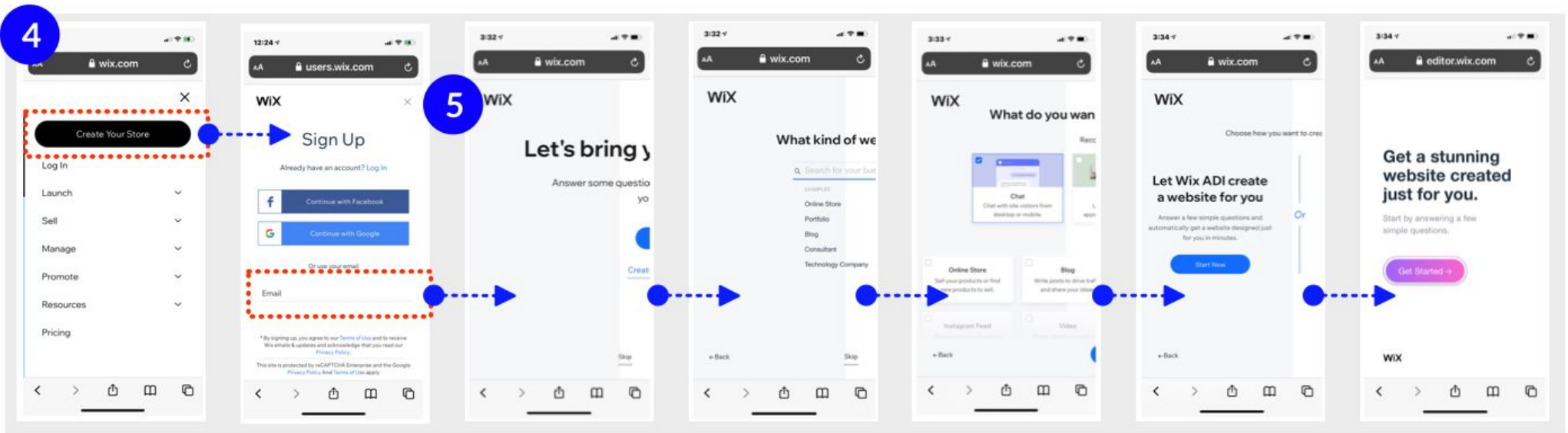
4. Takeaway: On-Boarding

Wix's onboarding process has more steps than competitors.

There are two different onboarding processes. One for merchants and and another for someone who just needs to build the website. The first and second row are for merchants, and the second for onboading non-revenue customers.

5. Takeaway: Mobile Optimization

The screen doesn't optimize to the mobile screen.

6. Takeaway: Theme at the Forefront.

Selecting theme first before starting to build site. Wix has robust theme features compared with others since they introduce the theme at the forefront.
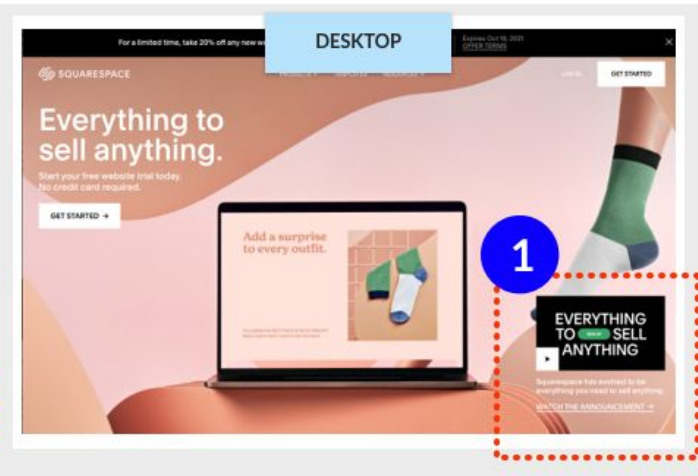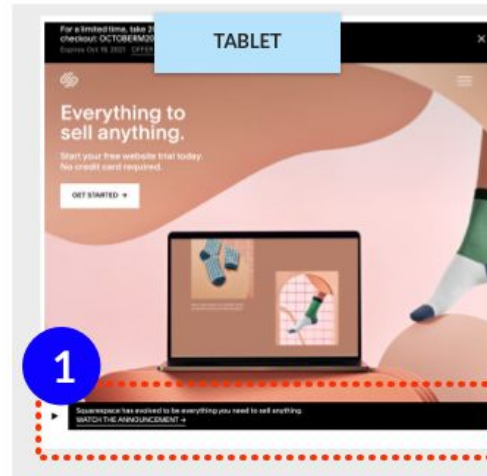
1. Takeaway: The announcement CTA

It's the dynamic CTA optimized on different devices. This CTA makes it easy for site customers to take an optimum action. It fits very well depending on the use case and the design of the interface. Also, it contains a more detailed message than just a text CTA.
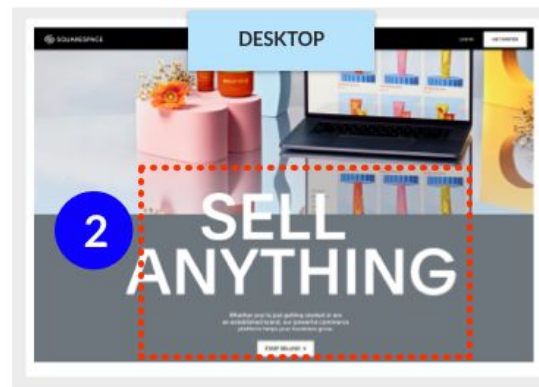
2. Takeaway: Optimized Mobile Typography

This is a great showcase to present clear UI and UX for typographic on a limited screen without overload. Many elements should be of concern, and I'll bet mobile typography is an important one. Squarespace treats typography very well with subtle aimation on mobile screen.

3. Takeaway: Clear Content

It presents precise contents which are "Grow Your Business Online", "Create a Website", Sell Anything", and Modern Solutions".
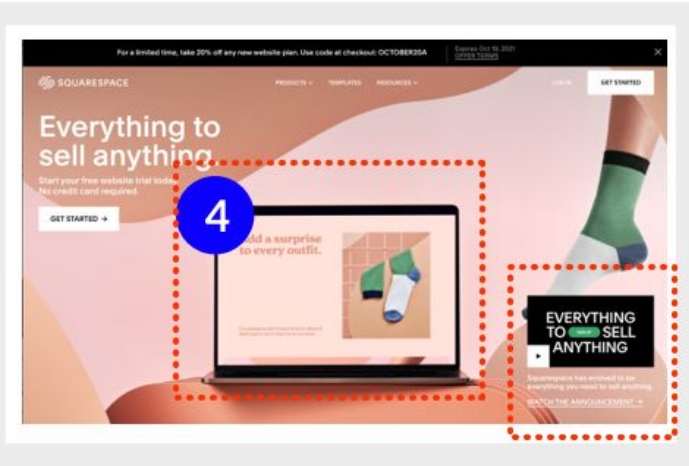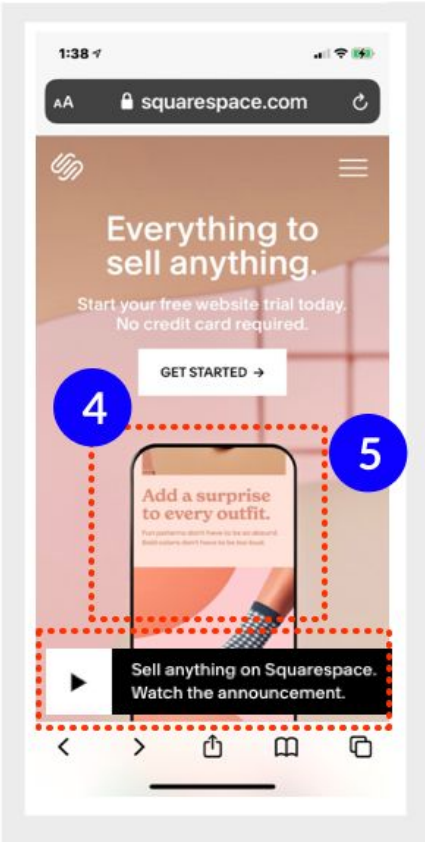
4. Takeaway: Motion Effect and Image

The image and motion change depending on the device screen. As you can see, the device adapts to match a mobile view. It's a tiny touch, but this approach is a thoughtful consideration of what success looks like for mobile customers.
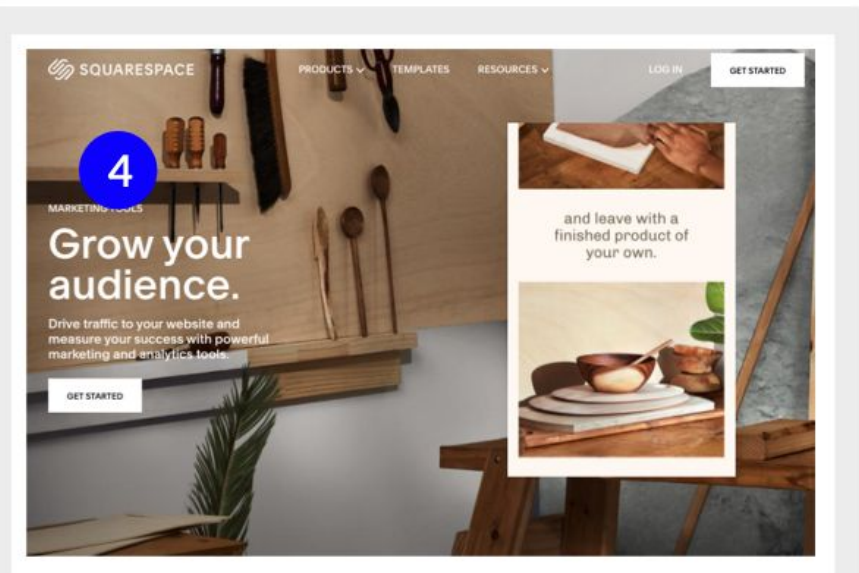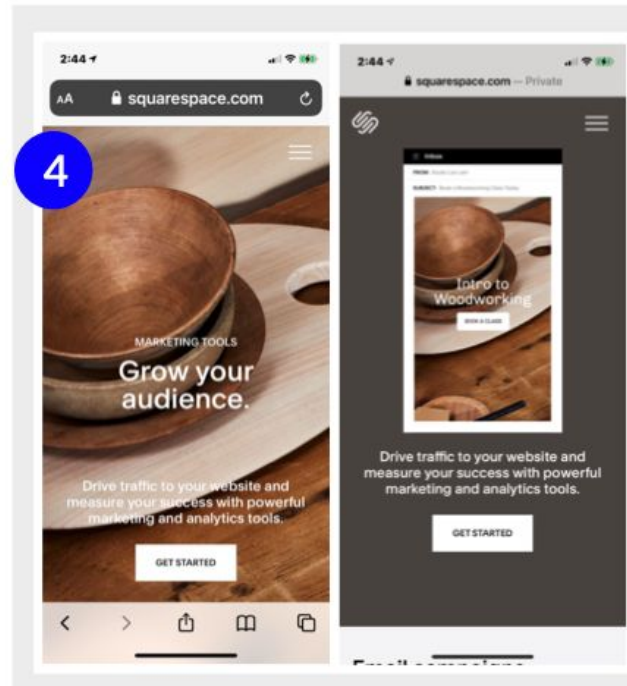

5. Takeaway: Animation Only Once (at page loading)

Squarespace presents the animation one time when each page is loaded. So the animation will not play all the time you scroll up and down, but only the first time when you do it. Squarespace has lots of animation on each page and module, but not so much to be overwhelming and distracting. This also prevents slowing down the load speed.
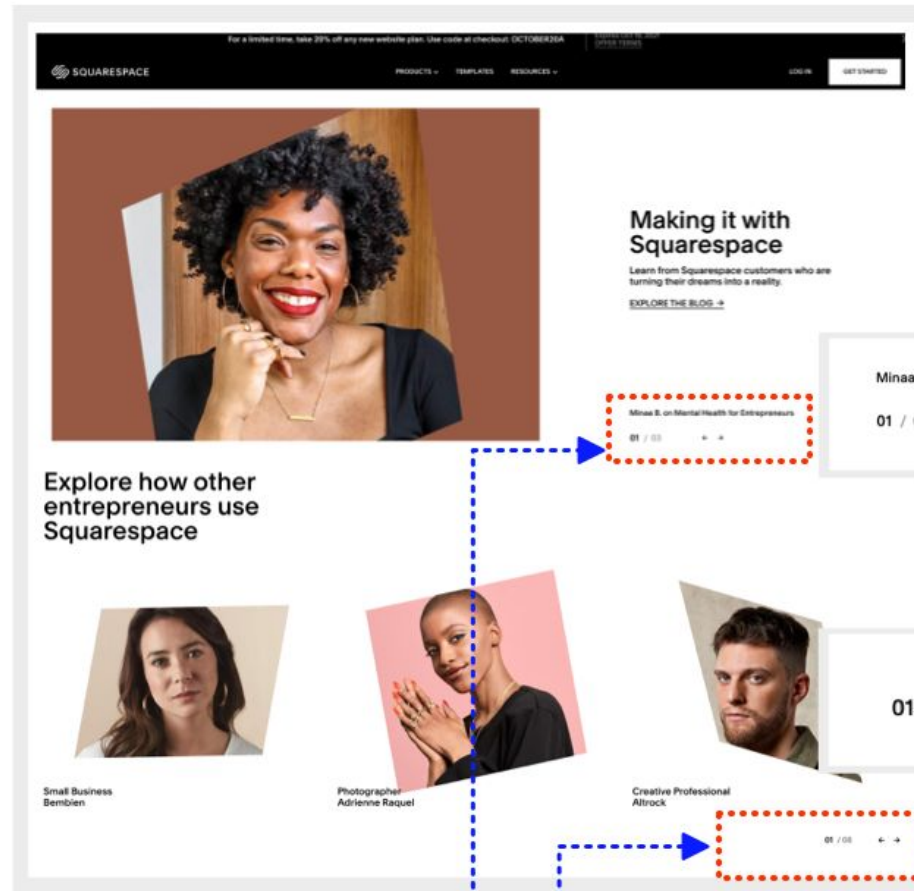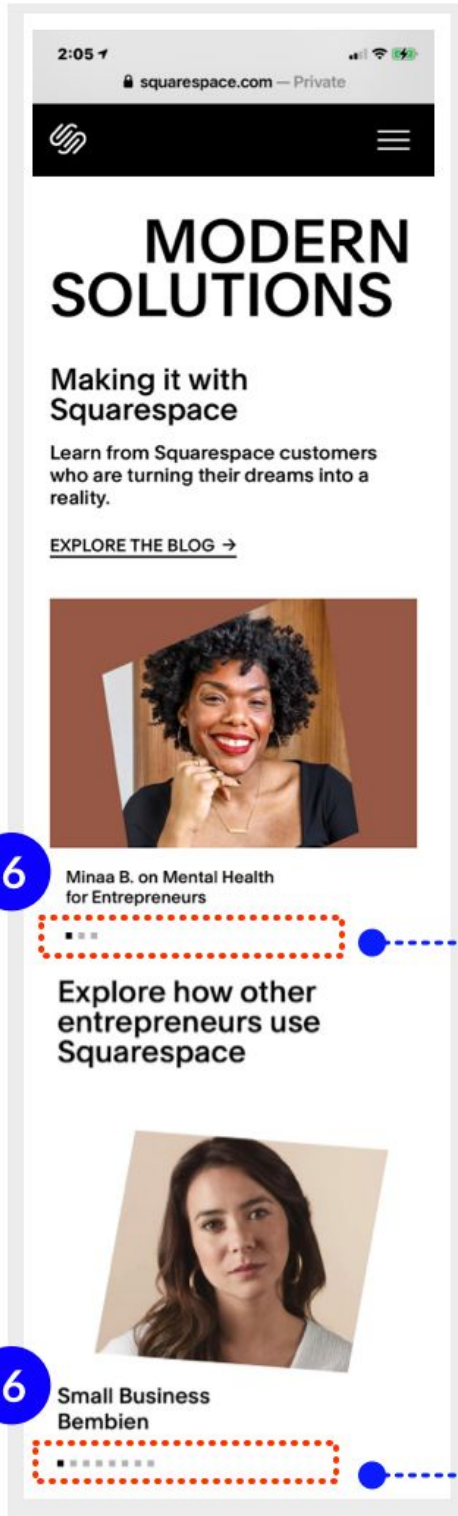
6. Takeaway: Carousels on Mobile Devices

The desktop view has the pagination and arrows, but the mobile has a dot carousel. They made it because it's hard to present the pagination and the arrow together on the small screen, but if we apply those features, we need to make sure that it doesn't have an excessive number of elements and that it supports swipe.
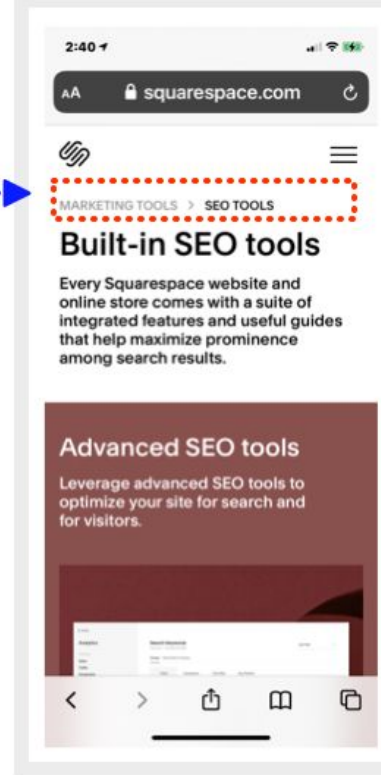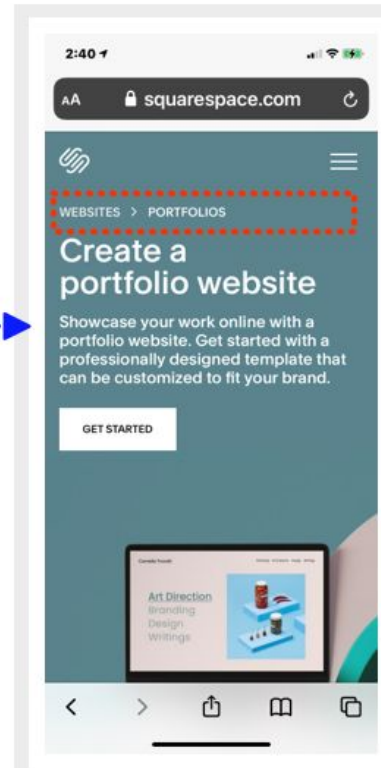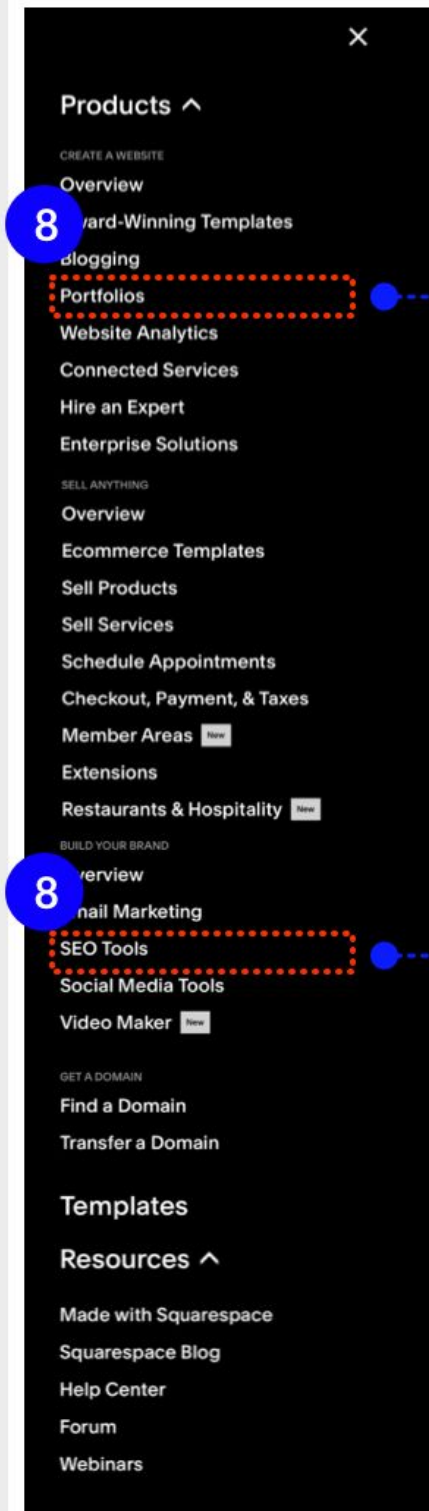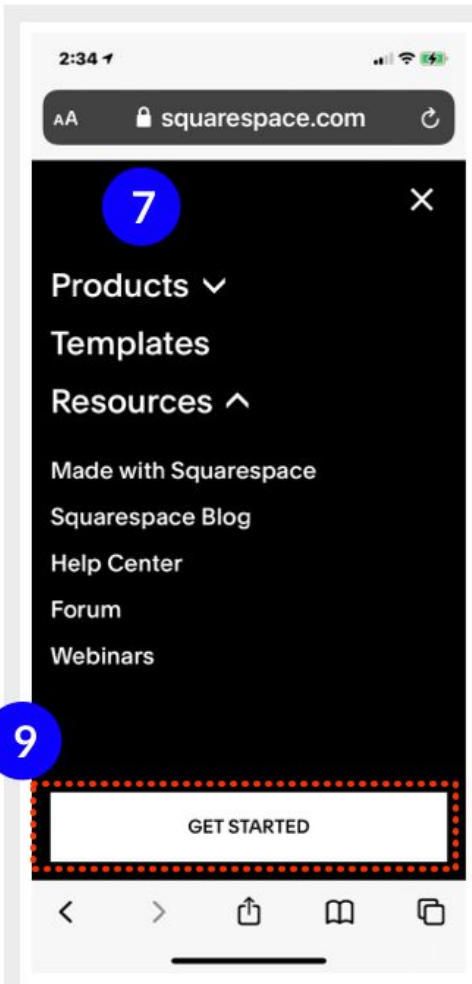
7. Takeaway:Sliding Menu w/ Accordion Drop-down

Squarespace has a sliding accordion menu with a full cover background. It's very similer to Shopify. But it doesn't have the menu remember function. They provide the breadcrumbs instead of remembering the selected menu option.
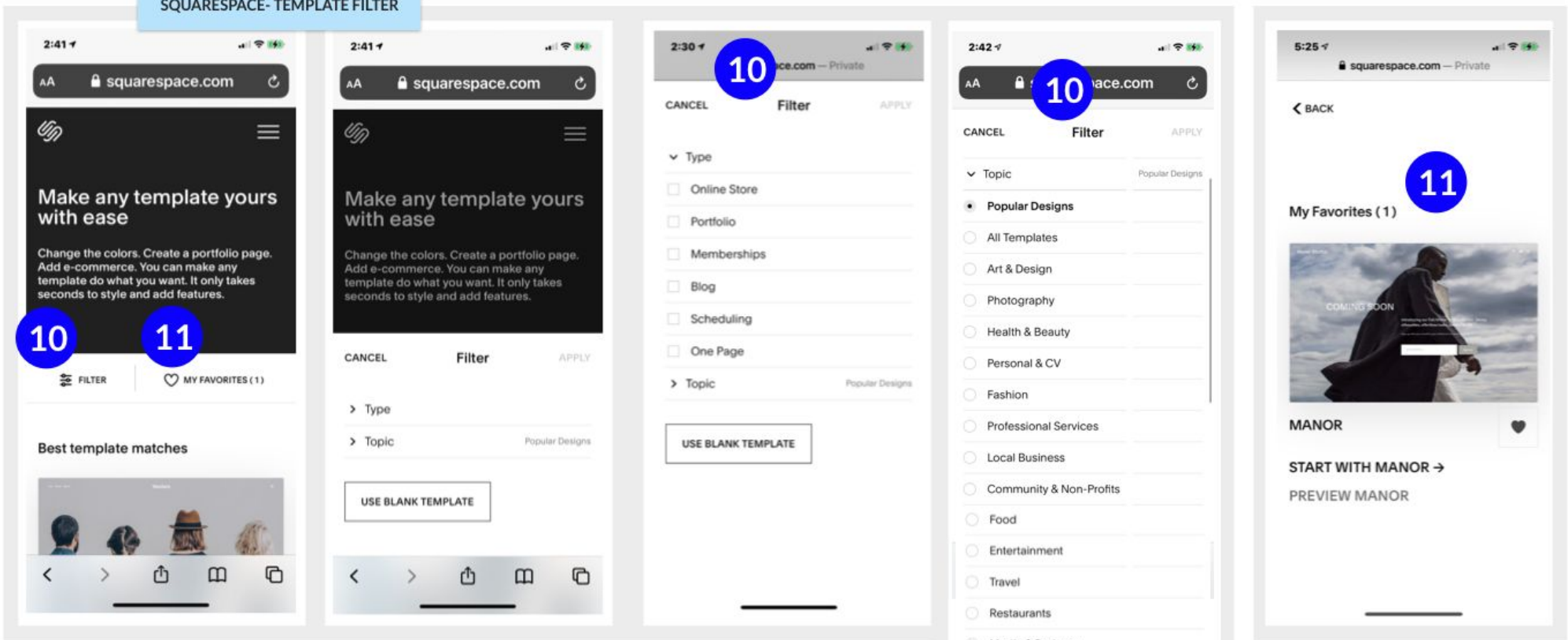
8. Takeaway: Breadcrumbs

It's wayfinding — making users aware of their current location within the hierarchical structure of a website. Also, it provides a quicker way to get back to higher-level areas and SEO benefits.

9. Takeaway: Sticky CTA

It helps to increased conversion rate and can improve user experience.

SQUARESPACE- TEMPLATE FILTER

10. Takeaway: Theme Filter

Squarespace has a great filter feature on the mobile. They made grouping as "Type" and "Topic". Especially with the "Topic" which has very detailed selections. We need to keep the applied filters easy to find and easily changable, but our filter doesn't meet the best practice.

11. Takeaway: Favorite List Functions

The favorites list helps customers mark their favorite themes and then revisit and compare those themes quickly. Also, customers can reduce this timely process, and when they visit again, they can immediately check without needing to sift through products again.
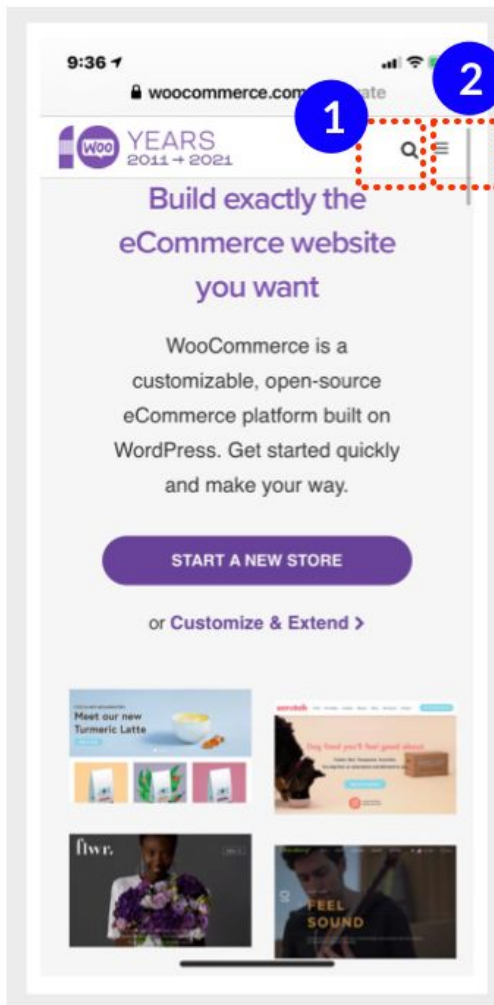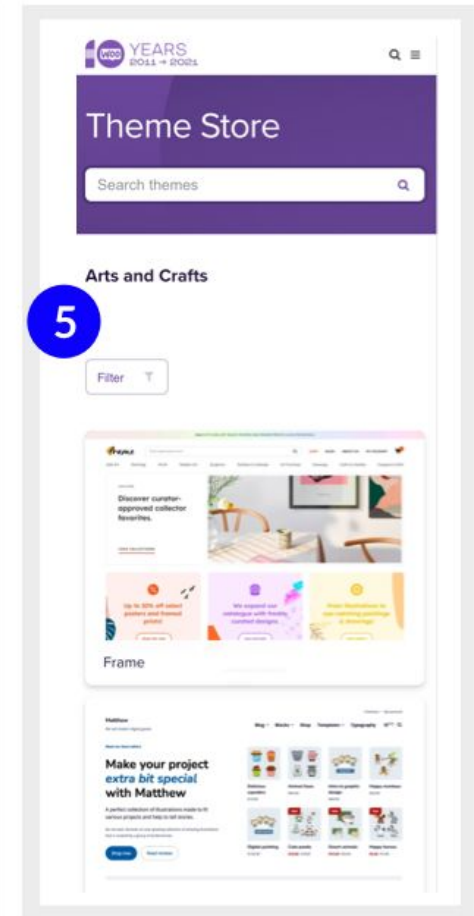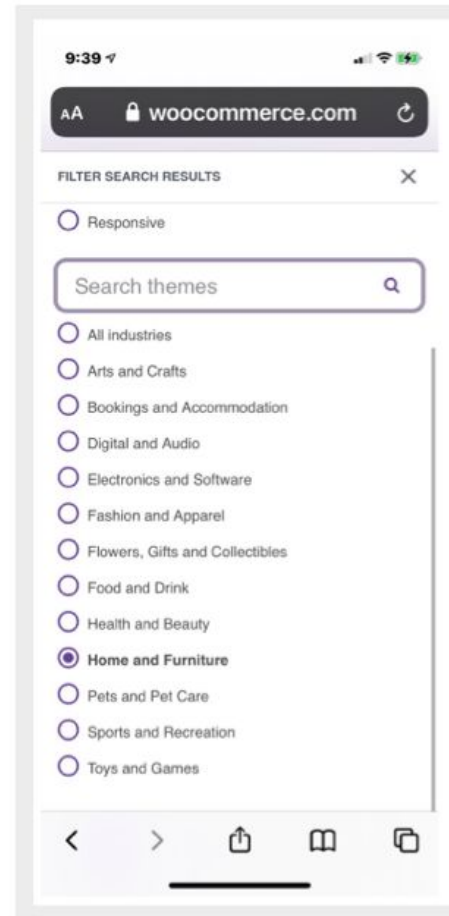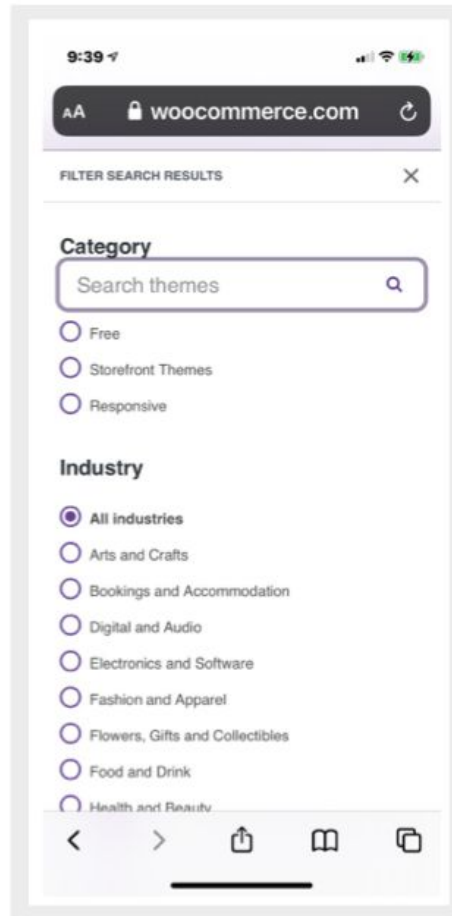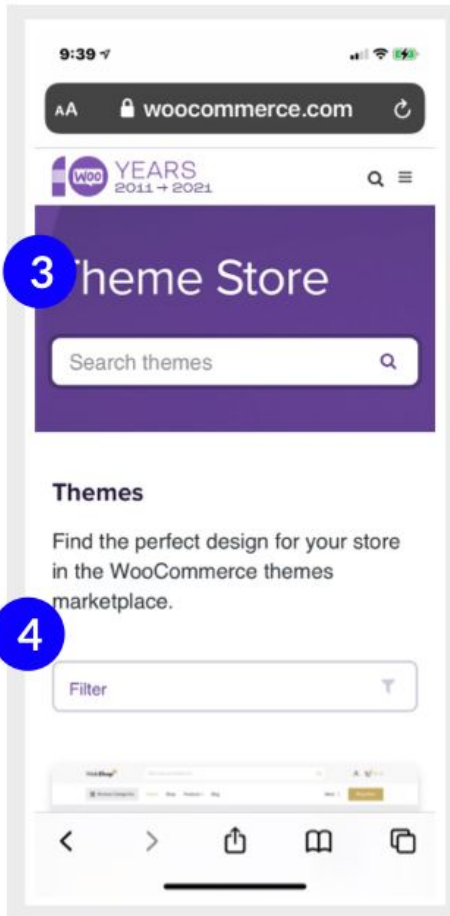
1. Takeaway: Search

The site search enables key benefits for remaining competitive and delivering a great user experience. A properly optimized and relevant search function is the quickest way to connect to what customers need. We should add the search tool soon. It can help to increase conversions, reduce bounce rates, and improve the user experience.
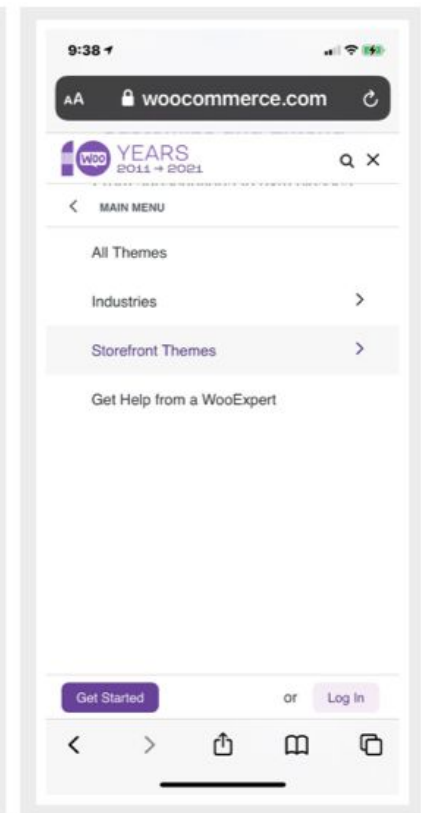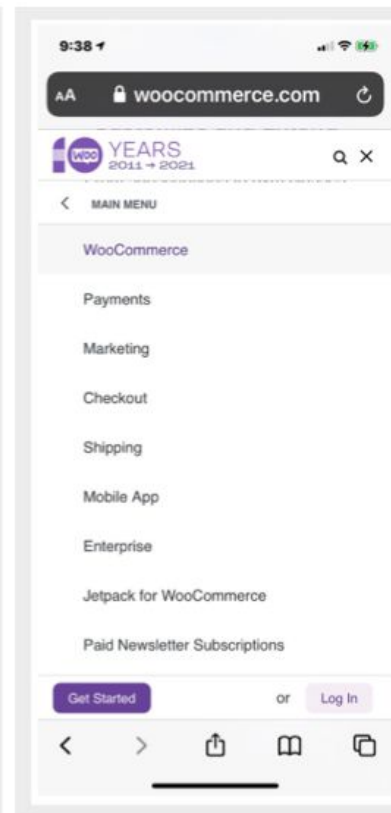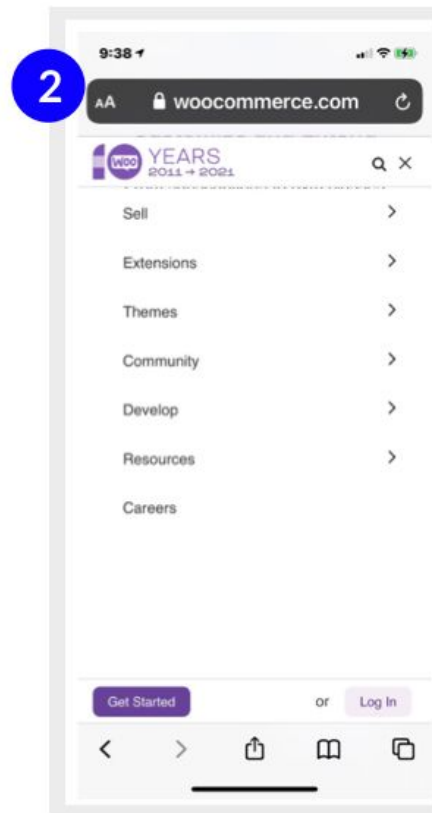
2. Takeaway: Multi-Level Menu (cascading menu)

The multi-level allows for space saving presentation and usage. However, it is confusing when customers are on the second level. If customers want to see the second level of pages, they have to start navigating from the first level and drill back down.

3. Takeaway: Theme Store Search

Woocommerce provides the search tool and filter on the theme page.

4. Takeaway: Filter

It's a full cover screen, and the filter screen contains the search again. But their "Category" options are unclear and don't have any "Confirm" or "OK" CTA.

5. Takeaway: Filter Result Number

It displays the filter results, but there is no number of how many were found. Overall, Woocommerce doesn't have great UI and UX. We can learn what we need to avoid from their features.

Key Takeaways

Optimize		Image
		Motion
		Transition

Improve		Navigation
		Filter
		Onboarding

Add		Elements for Mobile

Create		Search

Keep		Consistency