

# every creative

## UX UI & CRO

[everycreative.co.uk](https://everycreative.co.uk)

**UI**  
User Interface

is how your site looks

**UX**  
User Experience

is how it feels to use

**CRO**  
Conversion Rate Optimisation

is how well it turns  
visitors into customers

# **Why CRO & UI/UX matter in ecommerce**

**Every 1-second** delay in  
page load can **reduce**  
conversions by up to **20%**

(source: Google)

**88% of users** are less likely to return to a site after a **bad user experience**

(source: Amazon Web Services)

**Good UX** design can  
**increase** conversion  
rates by up to **400%**

(source: Forrester)

Acquiring traffic is getting  
more **expensive** - CRO is the  
best way to **maximise ROI**  
from your existing visitors

First impressions are **94%**  
**design-related**, so UI and  
UX directly **affect trust** and  
perceived credibility.



The average ecommerce site converts only **2-3%** of visitors.

CRO helps unlock the remaining **97%**

# Tiny uplift can have enormous return

## Scenario

You currently have **100,000** monthly unique visits. Your conversion is **3%** making **3,000** orders per month.

CRO Uplift	Extra Orders	Avg Basket Value		
		£10	£20	£55
+0.2%	200	£2,000pm	£4,000pm	£11,000pm
+0.5%	500	£5,000pm	£10,000pm	£27,500pm
+1%	1,000	£10,000pm	£20,000pm	£55,000pm
+1.5%	1,500	£15,000pm	£30,000pm	£82,500pm

**Common mistakes  
that kill conversion**

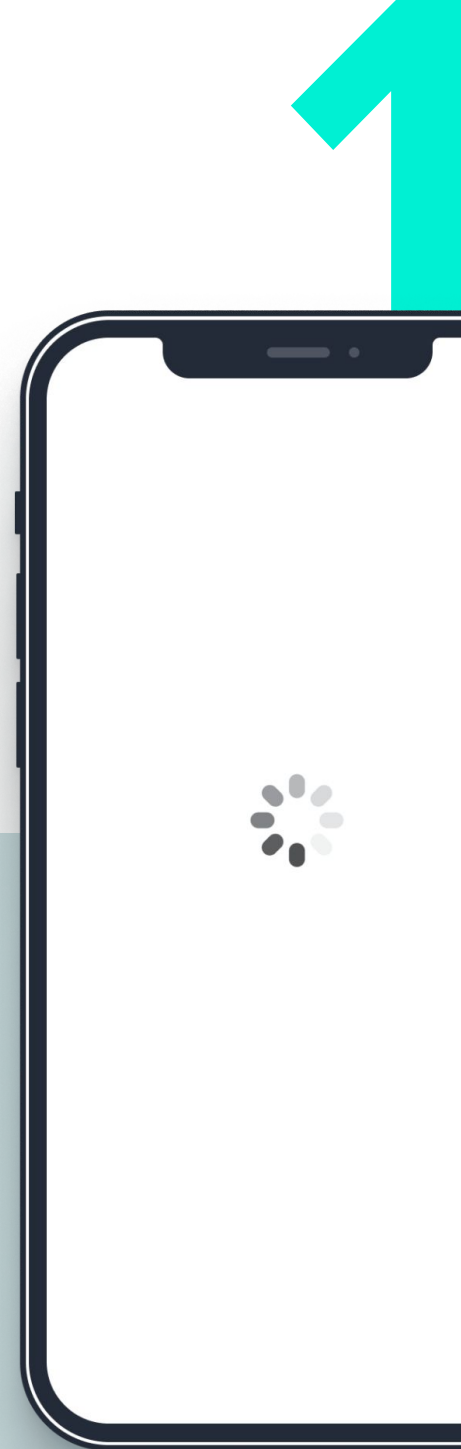
# Slow load times

***53%** of users abandon if page load is greater than **3 seconds**.*

## What you should do

Run page speed tests on your site to get an insight into performance

1. Optimise imagery
2. Minify code
3. Choose fast scalable hosting



# Overwhelming or confusing navigation

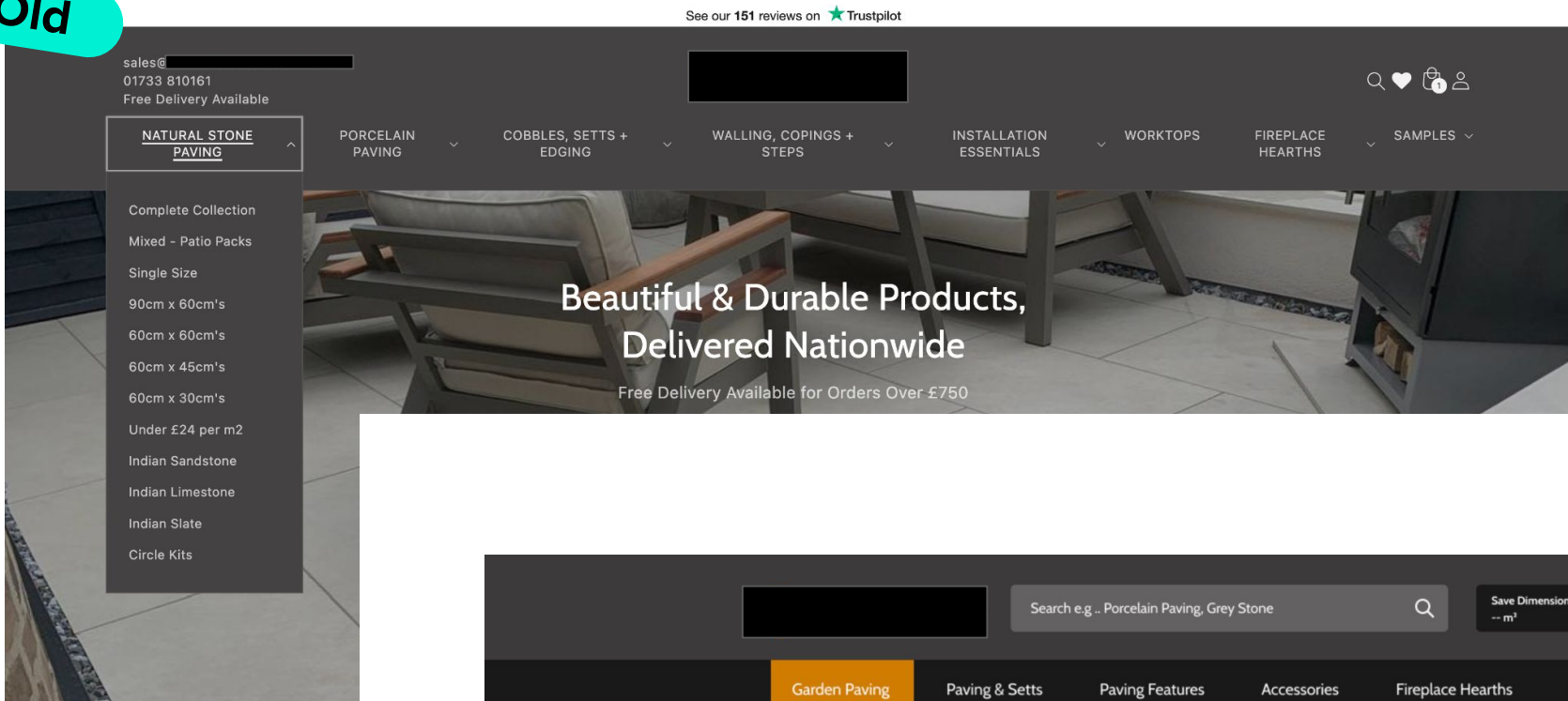
*More choice = More indecision*  
*Confusions = Frustration*

## What you should do

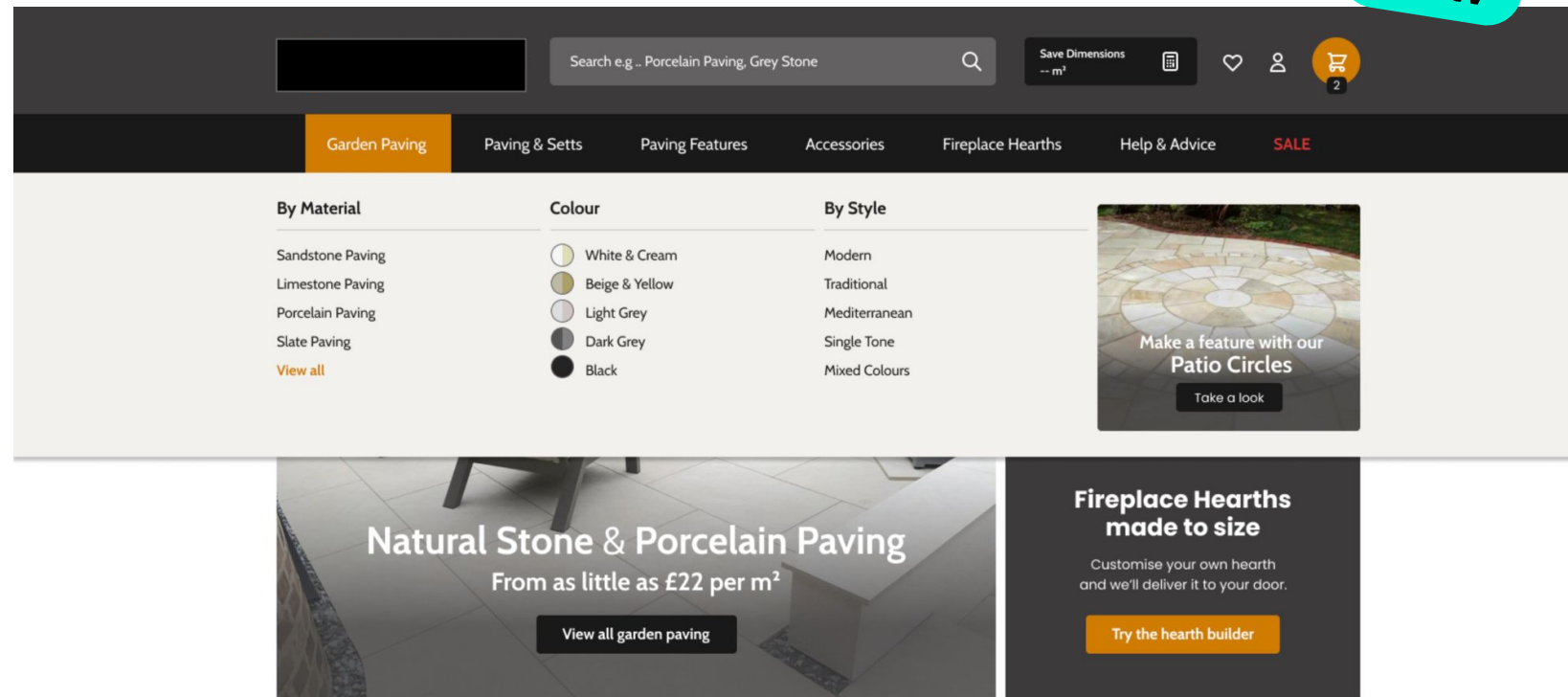
Review your navigation and consider how people unfamiliar with your catalogue will find products

1. **Keep categories simple and in sync with users thought process**
2. **Guide the eye with clear titles or imagery**
3. **Are all pages relevant in the header.... Check analytics - do people really care “About us”**

Old



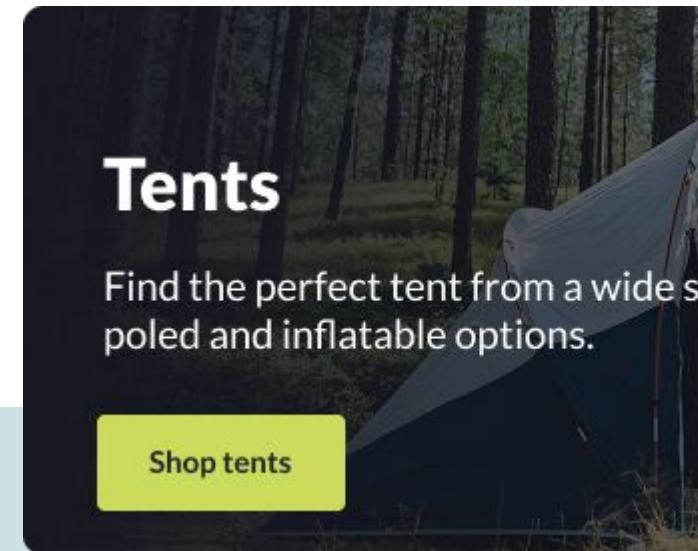
New



Customer browse using  
emotion and make  
decisions based on feel.  
Paving is a example where  
we browse based on colour  
and style and not paving  
slab size

# Vague CTA text doesn't guide visitors

*A clear, action-oriented CTA removes hesitation and tells users exactly what to do next.*



## What you should do

Check your buttons and links. Avoid vague text like “Learn more” and describe the action - “Get inspiration”, “Start a free trial”, “Men’s Shoes”

# Identify the main CTA and give it priority

*Don't let your CTA's compete. Identify the main one and make it standout*

*(hint, it's probably "Add to Cart/Basket")*



## What you should do

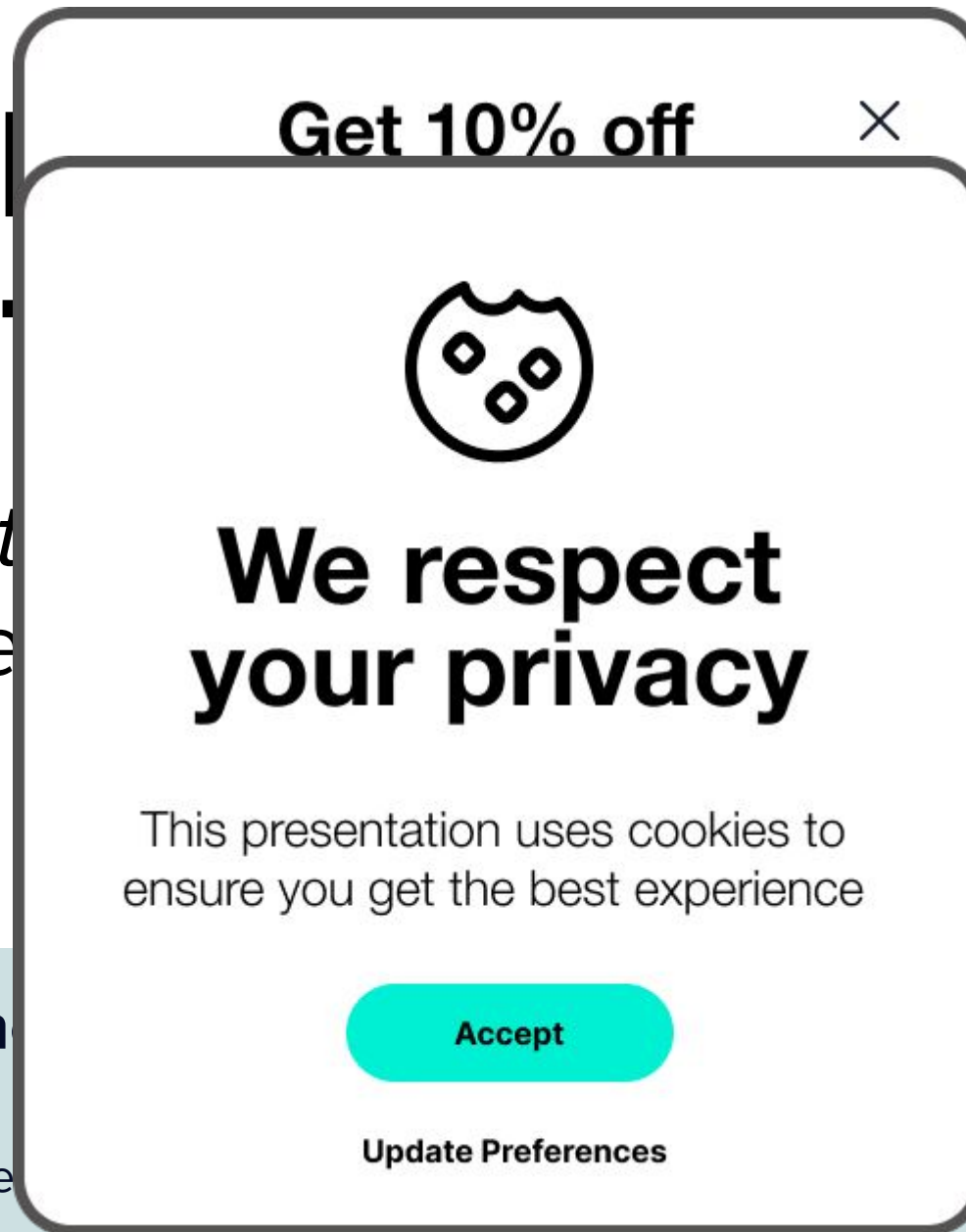
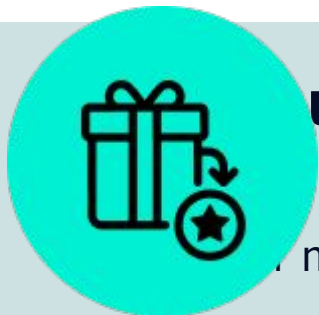
Best practise is to keep one brand colour to be your main CTA, and be frugal on using that colour elsewhere.



# Popups target

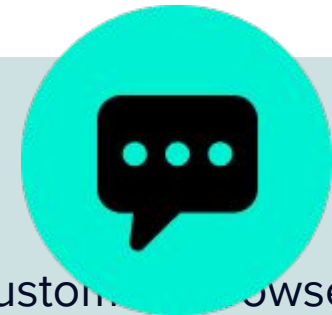
*Poor tap targets  
are top reason for  
drop-offs*

(source: Hotjar)



ups

Can I help you? X



face custom. browse

1. Avoid multiple overlays and popups
2. Ensure elements are appropriately sized and spaced out

# Prioritise good design

*Judgement is made in milliseconds, if you want to build trust, make your site look trustworthy.*

## What you should do

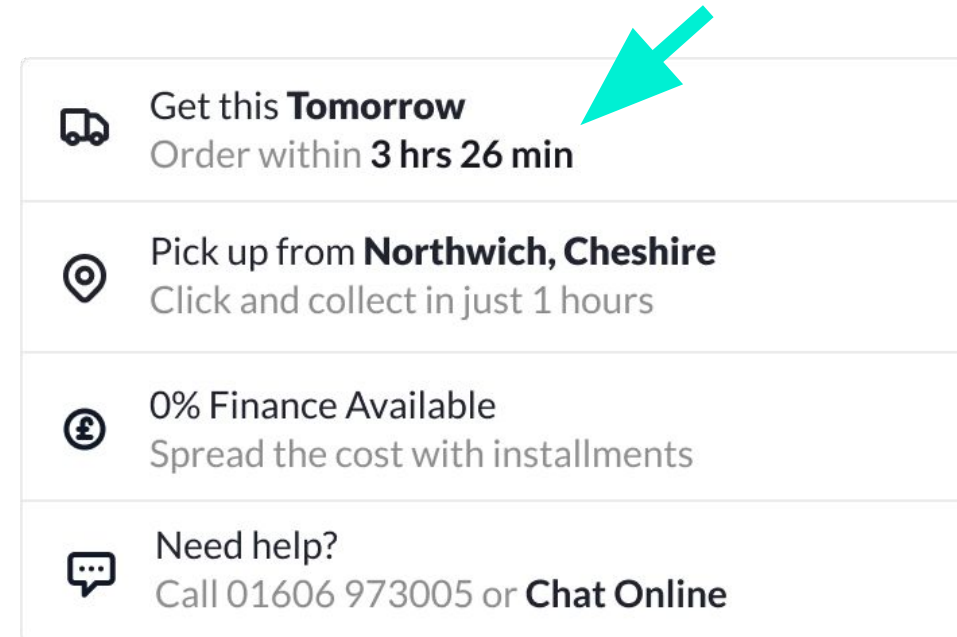
Identify your landing pages and ensure that banners don't look like you made them in Microsoft Paint.

1. Consistent branding reinforces credibility
2. Invest in design to draw your audience in





**5 tried & tested  
conversion tricks  
to try**

# Urgency & scarcity

*Creating urgency with countdowns or low stock notices motivates quicker decisions by tapping into fear of missing out.*



The image shows a mobile app interface with four promotional banners. A red arrow points to the first banner. The banners are:

-  Get this **Tomorrow**  
Order within **3 hrs 26 min**
-  Pick up from **Northwich, Cheshire**  
Click and collect in just 1 hours
-  0% Finance Available  
Spread the cost with installments
-  Need help?  
Call 01606 973005 or **Chat Online**

# Social Proof

*Reviews, ratings, and real customer content build trust by showing that others have bought and liked the product.*

## Inspiration Gallery

Proud of your project? Tag #industville on social, or add your photo below.

ADD YOUR PHOTO



ML P.



Verified Buyer



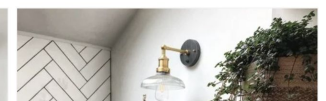
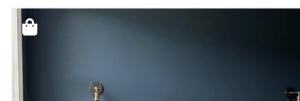
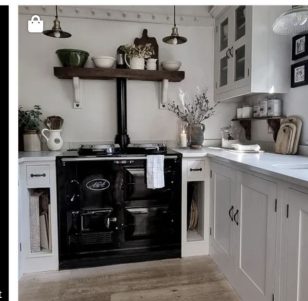
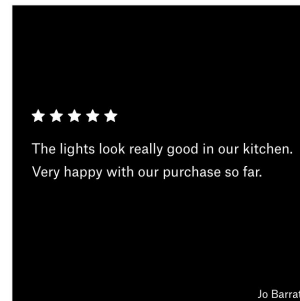
**Beautiful lamp shades arrived on**

Beautiful lamp shades arrived on time and well protected . Happy with the look, quality and cost.

BY ROOM ▾

BY FINISH ▾

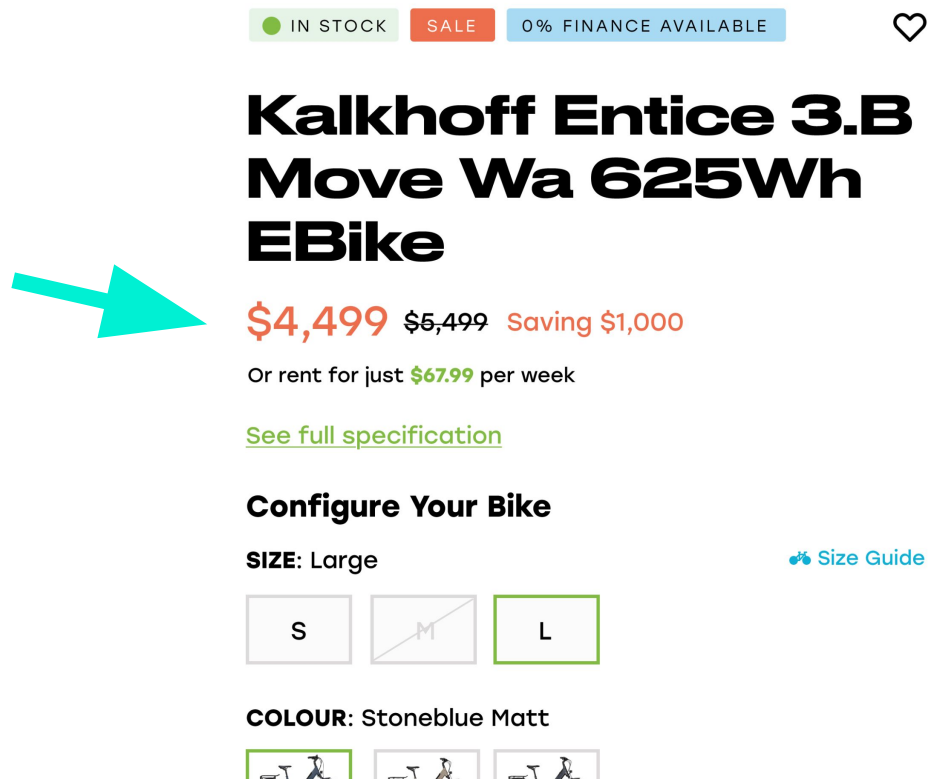
BY PRODUCT ▾




# Anchoring

3

*Showing a higher “original” price first makes your actual price feel like a better deal by comparison.*



● IN STOCK SALE 0% FINANCE AVAILABLE 

## Kalkhoff Entice 3.B Move Wa 625Wh EBike

**\$4,499** ~~\$5,499~~ Saving \$1,000

Or rent for just **\$67.99** per week


[See full specification](#)

### Configure Your Bike

SIZE: Large [Size Guide](#)

S ~~M~~ L

COLOUR: Stoneblue Matt



# Loss Aversion

*Free trials and easy returns reduce perceived risk - people are more motivated to act when they feel they're avoiding a loss.*



**No quibble,  
free returns**

# Cognitive Ease

*Simplifying the checkout with options like Apple Pay, PayPal, or one-click checkout reduces mental effort, making it more likely users will complete their purchase without hesitation.*



**The secret to  
converting visitors  
into customers is...**

# ...**not** guessing.

1. Understand what you're selling, this will help understand the user intent.
2. Gather data, hypothesis & A/B test.
3. Remove barriers & guide them clearly.
4. Embrace good UX UI to remove friction.

**Final take away.**

**What you need**

**to do**

# Start collecting data

*Install a behavioral analytics tool to see screen recordings, heatmaps and interaction statistics. Then you can actually see how people are using your site*

## What you should do

Install Microsoft Clarity and start gathering data... **it's FREE!!**  
Other tools like hotjar are available too.

# Audit the site

*Identify all of the possible friction points, then categorise them as;*

- 1. Fix right away*
- 2. Potential experiments*
- 3. Investigate further*

## **What you should do**

Book a meeting with Adam :)

# Speak to customers

*Interviewing customers is the best way to understand why they purchased from you. If you know why they bought you can further enhance your offering.*

## What you should do

Contact customers who purchased 1-3 months ago, and arrange a 30-40min interview - **NOT A POLL** or **QUESTIONNAIRE**. Incentivise them with a voucher. The information you gather is worth more than you can imagine.

# Discuss & ask questions?

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