General Online shopping

Competing With Amazon: How Amazon's Top Ecommerce Competitors Survive and Thrive.

Mass merchants and bookstores still favorite BTC formats; online-only retailers gaining some ground at the expense of in-person retailers

How online shopping and cheap prices are turning Americans into hoarders.

53% BTC shoppers plan to use at least one format of contactless retailing route more frequently in the near term • Use BOPIS more frequently—28% • Shop less at brick and mortar stores—24% • Use more home delivery services—24%

Shopping preference: 75% of shoppers plan to shop at mass merchants this year; price still a driving factor for where to shop but convenience and safety becoming more of a priority this year

80% BTC shoppers plan to use personal computers for their retail journey—from accessing retailer's website to making purchases • Personal computer usage at 80%, up from 68% in 2019 • Mobile usage remains flat YoY at 48%

Pricing

BTC spending are shifting toward technology products over conventional college related items

Money is a huge deciding factor for purchasing something: 79% students compare prices when buying something 66% are less likely to buy impulse items 66% are concerned about running out of money 66% use coupons to save money

Parents

79% of parents plan to pay for more than half of the total BTC spend

40% of parents report being concerned about making upcoming college payments. As a result, many students expect to shift plans to attend online institutions and live at home rather than in college dormitory or off-campus housing.

Parents expect to spend 34% of their budget online vs 28% in 2019

Nationally, 62% of parents are anxious about sending their kids back to college in the fall because of COVID-19.

UXI/Design

Many items on Amazon have poorly written product names making it difficult for browsers to understand what an item is at a glance

Amazon's E-Commerce UX Highest ranking is : 1) onsite search 2)order tracking and returns 3) order returns

Lowest ranking: 1) Cart and checkout 2) Mobile app 3) product Pages

Load more

"Load more" is a very simple design that doesn't burden the user with having to figure out which page to go to, but rather simply asks, "Do you want to see more results?"

For category navigation use a combination of the "Load More " button and lazy-loading buttons

There Is Too Much Stuff
The human brain can't contend with the vastness of online shopping.

For search results, use the "Load more" button, but set the threshold to 25-75 results preferably based on drops in relevancy

On Desktop set threshold to 50-100 results for 'Load more'

Large Scale usability Studies of more than 50 leading e-commerce websites testing three design patterns - 'lazy loading' 'load more' and & infinite scrolling,

Lazy loading is a common software design pattern that defers the initialization of objects until they are needed

On mobile, use the "Load more" button but set the threshold to 15 to 30 products

Pagination

Excessive Discreet Pagination was the worst option for overall Satisfaction

Discreet pagination is akin to next or previous page buttons

infinite scrolling, sometimes referred to endless scrolling, the user largely experiences the page as if all products are loaded at once (regardless of whether they actually see all of the products), but without the performance penalty of potentially hundreds of products loading.

Suggest Both Alternative and Supplementary Products on Product Pages

But Keep Alternatives & Supplements Clearly separate from Each Other

Information Architecture

Consider Having a 'What's New' Category

not just a 'new' product but also a seasonal one

Put the Same Sub-Category within multiple Main Categories When Necessary

Don't Make Parent Categories Shallow

Avoid severe usability problem of users not being able to find a subcategory

Grouping Subcategory options in drop-down menus and other areas makes them both manageable and scannable

Duplicate the Categories so that each is a unique entry in the website's hierarchy

Put the subcategory in one place in the website's taxonomy and simply link to that destination in the other parent categories

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