UX TIPS
MOBILE EDITION

Five tips
to ensure a great
mobile experience

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Unless otherwise specified, all the data in this report is sourced from Contentsquare's 2020 Digital Experience Benchmark — based on the analysis of 7 billion user sessions over the course of 12 months, across 400 websites, in 10 countries, and spanning 9 industries.
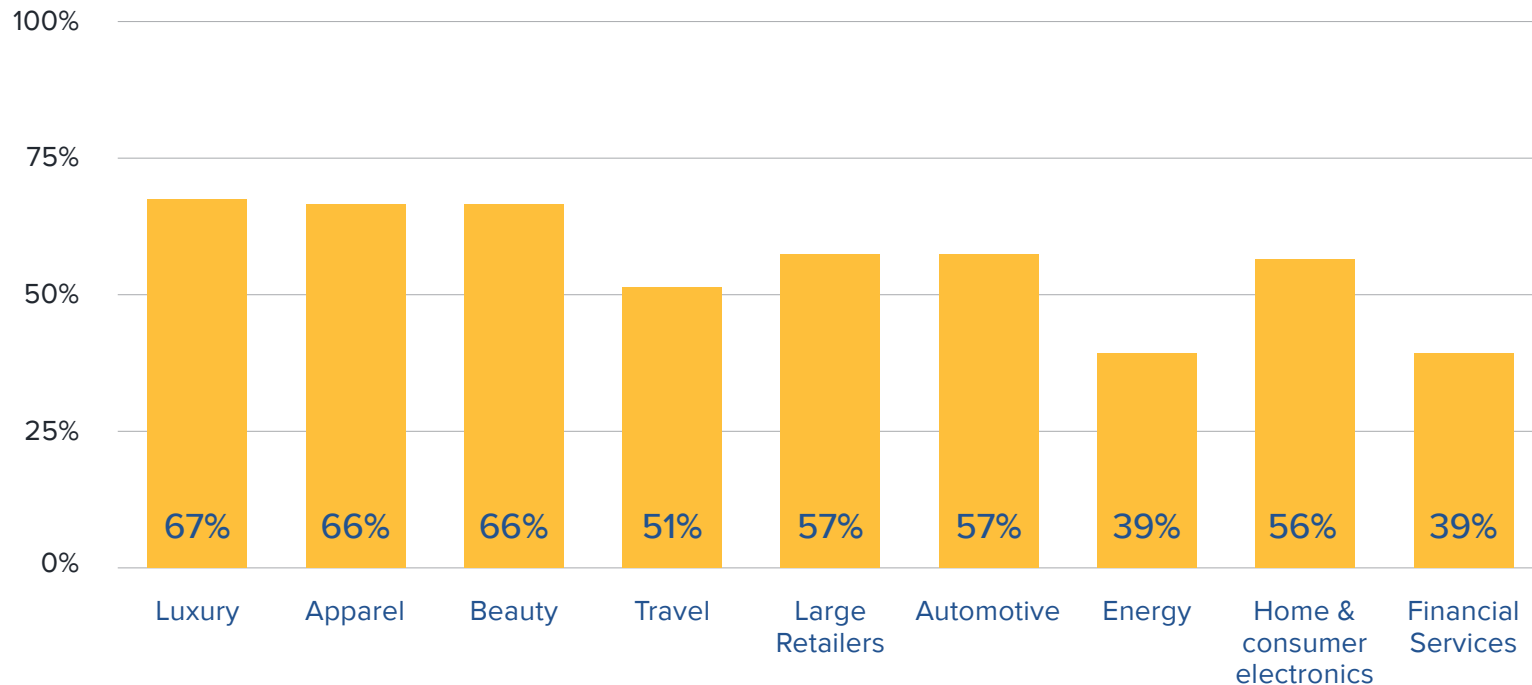
Mobile in 2020 : facts & figures

Let's get straight to the point: whatever your industry, having a mobile-first mindset is no longer an option today.

**55%** of global digital traffic is mobile

And if you think you can put this off any longer, think again: between January and December 2019, mobile traffic jumped 4 points in the Energy sector.

Luxury	Apparel	Beauty	Travel	Large Retailers	Automotive	Energy	Home & consumer electronics	Financial Services
67%	66%	66%	51%	57%	57%	39%	56%	39%

MOBILE TRAFFIC SHARE BY INDUSTRY

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Do visitors browse the same way on desktop and mobile? No, of course not! Mobile provides a unique way to engage with your customers — up to you to make the most of it!
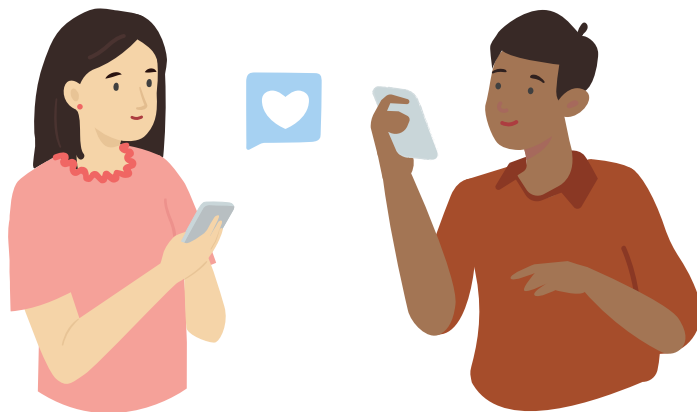
THE ROLE OF MOBILE

Inspiration

Store location

Purchase
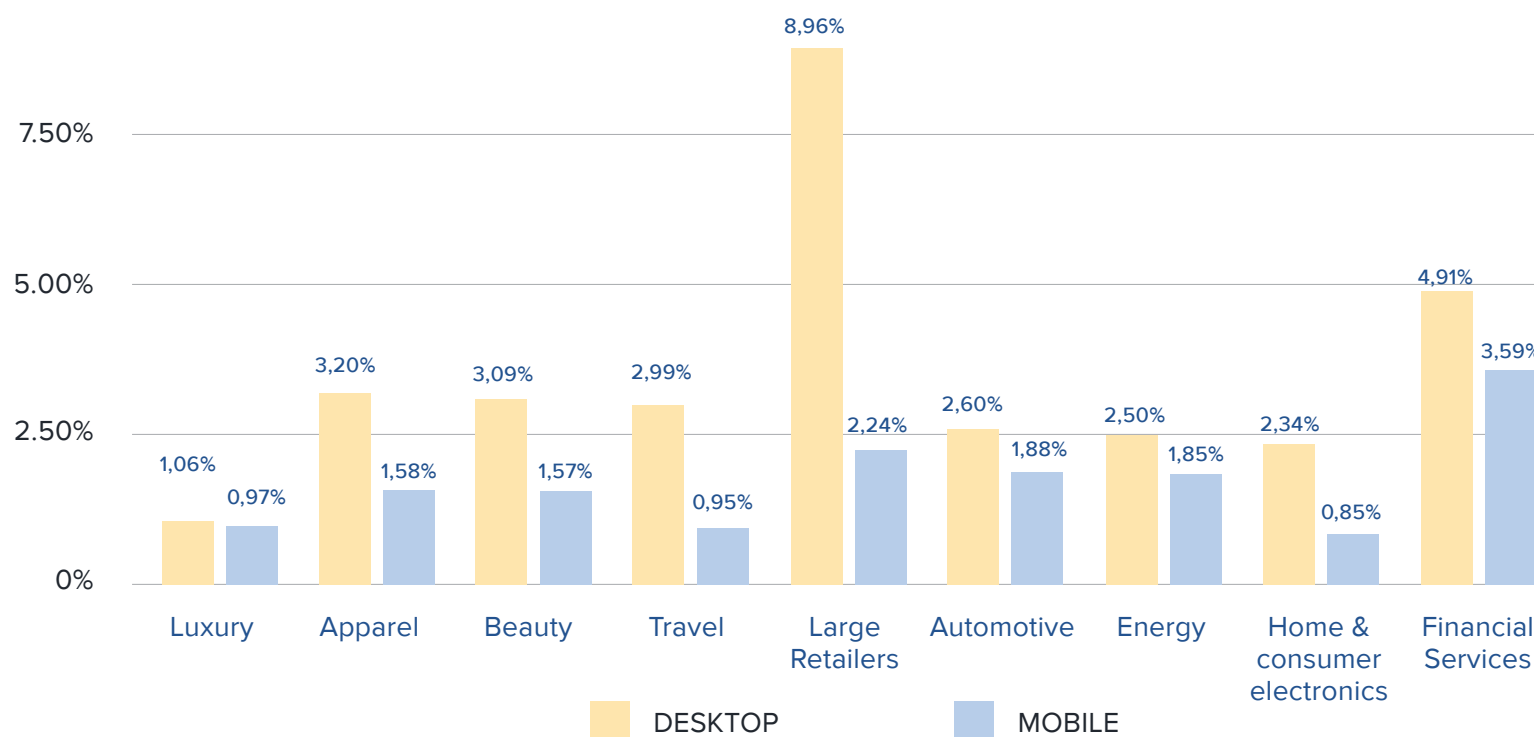
Sharing

Customer Service

1.7%

average mobile conversion rate

Yes, that is low when you consider that mobile drives the lion's share of digital traffic. It may be a low number but it represents a tremendous opportunity for brands willing to put the effort into optimizing the smartphone experience.

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The average desktop conversion rate is 3.5%.

That's a rate of around 1 to 2 — a gap that is even wider in some sectors (large retailers, for example).

	Luxury	Apparel	Beauty	Travel	Large Retailers	Automotive	Energy	Home & consumer electronics	Financial Services
DESKTOP	1,06%	3,20%	3,09%	2,99%	8,96%	2,60%	2,50%	2,34%	4,91%
MOBILE	0,97%	1,58%	1,57%	0,95%	2,24%	1,88%	1,85%	0,85%	3,59%

CONVERSION RATE BY INDUSTRY AND DEVICE

While this figure does also include microtransactions, it nonetheless reveals that mobile is driving a huge share of sales in some industries..

67.2%

share of mobile sales in global eCommerce — including microtransactions & & gaming[1]

[1] eMarketer, 2018

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Tip #1 : speed up your mobile site

« Waiting for a page to load is like standing in line at the store: no one wants to do it. ».

2.39sec
average mobile load time (speed index)

20%
more load time means

20%
fewer pageviews

To understand the impact of load time, you need to compare it to the average number of pages viewed prior to purchase (up to 80 pages in some sectors).

Higher load times = fewer pageviews = fewer purchases

With acquisition costs at an all-time high, getting the most ROI from your acquisition campaigns is vital so make sure your load time isn't hurting KPIs.

53%
of visitors will leave a site that takes more than 3 seconds to load

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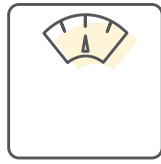
LIGHTEN IMAGES AND VIDEOS

Compressing files, reducing file size, selecting the appropriate file format (jpg, png, svg, gif or webp)... Optimizing media files is the #1 way to reduce page weight and load time.

CSS AND HMTL : MINIFY AND COMPRESS EVERYTHING

Enabled via your web host, Gzip compression can reduce the size of your page by up to 70%, leading to a faster load time and a smoother navigation.

LEVERAGE BROWSING CACHING

Why reload the same files (images or CSS files, for example) each time you visit a website? Browser caching reduces load time and improves site speed by storing these files for next time.
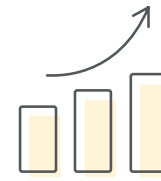
PICK A FAST WEB HOSTING SERVICE

Yes, the fine print in your hosting contract is important. Many web hosting companies have limits on the number of monthly visits and simultaneous connections. Exceed the bandwidth and you have a speed issue. Go with a hosting provider that can meet your needs.

Tip #2 : optimize search features

With a mobile conversion rate around 1,7%, optimizing your mobile search feature is crucial..

+150%

increase to the conversion rate for visitors who viewed the search results page (Apparel sector)

In other words, 1 in 5 visitors is not satisfied by the results displayed on the page.

20.7%

exit rate on the search results page in the Luxury sector

In other words, even though the search feature appears to lead to healthier conversion rates, there is room to improve its visibility and make it a greater part of the customer journey.

7%

percentage of visitors who reach the search results page (Apparel sector)

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DON'T HAVE USERS SEARCHING FOR… SEARCH

Make sure the search bar isn't hidden in the menu, or is in any way hard to find. It should be at the top of the page, sticky and recognizable (search field or magnifying glass icon).

ORGANIZE THE RESULTS

Filters, display options, categories, breadcrumbs, product hierarchy… Your results page should be as organized and clear as your category page.

FAST LOADING RESULTS

If a search generates more than 10 results, don't display them all immediately! Enable infinite scrolling and display results in batches of 10.

INCLUDE INSPIRATIONAL CONTENT

Inspirational content is a key part of the user journey, but is often poorly showcased on sites. To correct this, include relevant, keyword-related inspirational content in the search results.
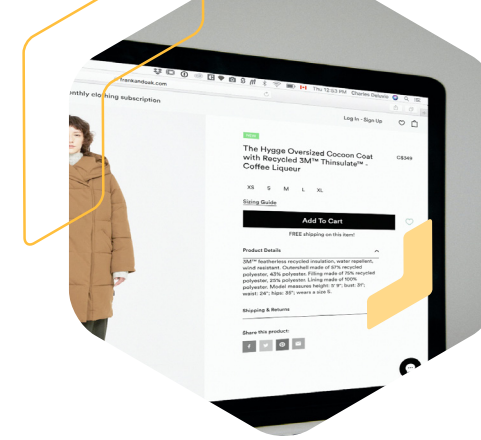
Tip #3 : give your product page some TLC

Are all the key elements of your product page (CTA, quantity, size) in the right place?

1/3
only of the mobile screen is easily accessible to the average size thumb

49.12sec
average time spent on product page (per session, on mobile)

Product pages — which often double up as landing pages — are particularly important, particularly since the average number of pages viewed per session is a low 6.

The ability of a product page to keep visitors engaged and interested is crucial — as is having a targeted customer acquisition strategy.

-62%
difference in average session time between a user starting their journey on a product page and a user starting their journey on any other page [2]

[2] *Everything you always wanted to know about mobile optimization but were afraid to ask, Contentsquare, 2019*

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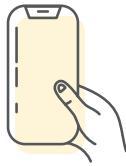
THINK ERGONOMICS, FOLLOW BEST PRACTICES

True, the burger menu in the top left/right corner of the screen is not all that easy to reach (unless you have a giant thumb), but 99.99% of sites have one, and visitors pretty much expect to find it there on your site, too.

SHOW THOSE PICTURES

Photos are key to engaging visitors who land on a product page. Use a slideshow to flaunt your product and include arrows or dots underneath so visitors can swipe through.

MAKE YOUR CTA STICKY

Add-to-cart being the primary function of your product page, it's important your CTA is always visible. Our advice: position it at the bottom and make it sticky. If your product comes in sizes/colors, add a dropdown menu to the left of the CTA.

FLAUNT YOUR CUSTOMER REVIEWS

Consumer reviews and ratings are a key part of the visitor journey. Best UX practices? Place an anchor link at the top of the page to bring users to the review section beneath the product info.

Tip #4 : reduce cart abandonment

16.8%
of visitors who reach the cart on mobile will convert

In other words, more than 80% of visitors who reach the cart… don't go on to complete their purchase..

1400$
the average Travel customer cart on mobile

"Visitors don't spend much on mobile…" WRONG! If your experience is good, visitors will happily complete a purchase on mobile, whatever the cart amount.

39,45sec
average time spent on the cart page (Apparel sector)

Visitors are not merely "passing through" the cart page: when they are there they will consider the product, weigh up their purchase, and check on the price before deciding whether or not to continue to checkout.

[3] *Everything you always wanted to know about mobile optimization but were afraid to ask,* Contentsquare 2019

[4] *Digital Barometer : Deep Dive into ROI,* Contentsquare, 2019

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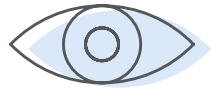
A GOOD SHOPPING CART

.... is crystal clear! It displays all the items selected by the visitor as well as the quantity, size, color and total price. It also makes it easy for the customer to remove an item or change the quantity.

CONNECT YOUR CART TO THE WISH LIST

The wish list should be integrated with the cart, making it easier for customers to move items from one to the other, without having to leave the page.

MORE STICKY CTAS

The #1 aim of the cart page is to encourage visitors further down the funnel to checkout. Therefore, it is important to have a highly visible, sticky CTA and to include a few reassurance elements early on (such as secure payment options).

DON'T STOP SHOPPERS IN THEIR TRACK

Make it easy for your customers to exit the cart to keep on shopping, rather than trying to keep them there or going forward at all cost. A button at the top of the page will give them a quick route to other items they may wish to browse.

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Tip #5 : make your checkout painless

1 out of 2 visitors not completing this step in the customer journey means you could be looking at around 50% of lost revenue...

1 out of 2 visitors

will not complete their purchase on mobile

56sec

average time spent on the payment page on mobile

One minute to complete the 4-5 payment fields... That's a lot of time just to enter a bit of information.

What does this tell us? That visitors who don't complete the purchase are giving it their best shot — a sign of frustration and poor customer experience..

+33%

difference between the activity rate of non-buyers versus buyers on the payment page (on mobile)

[5] *Everything you always wanted to know about mobile optimization but were afraid to ask,* Contentsquare, 2019

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MAKE FORMS SMARTER

Simple but very effective: validate entries visually as visitors input the information (either through color or an icon, etc). Also, automatically fill in credit card information to save visitors from having to fill in the information manually.

INCLUDE REASSURANCE ELEMENTS

As strange as it may seem, many people think of desktop purchases as "safer" than mobile purchase. Make sure you are clearly displaying security seals and trusted digital payment solutions.

OFFER MULTIPLE PAYMENT OPTIONS

PayPal, Visa, Mastercard, Apple Pay, Google Pay... there are almost as many payment methods as there are visitors. The more you offer, the more you will be able to shrink your cart abandonment during the checkout phase.

ONE WORD : AUTOCOMPLETE

Because mobile browsers save addresses and credit card information, make sure you have enabled an autocomplete feature on all forms. You'll be saving your customers valuable time.

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Contentsquare empowers brands to build better digital experiences on web, mobile and app..

Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Founded in Paris in 2012, Contentsquare has since opened offices in London, New York, San Francisco, Munich, Tel Aviv and Tokyo.

Today, it helps more than 700 enterprises in 26 countries deliver better digital experiences for their customers.

Visit, **contentsquare.com** to find out more.