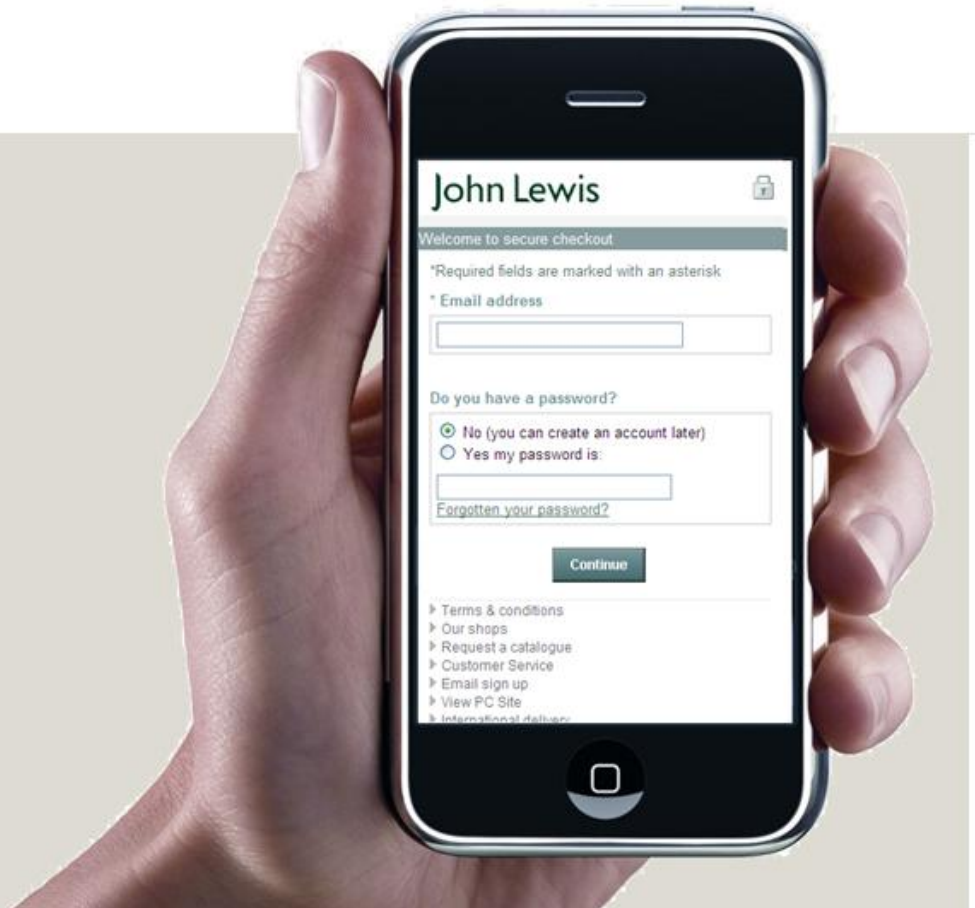


# John Lewis

## Mobile 360 Report

Online Selling - October 2011  
Shebul\_Miah@johnlewis.co.uk



# Key findings

The mobile pages have a significant amount of usability problems with missing modules. All product templates have a high bounce rate. Addressing these will help improve conversions and create a better user experience.

## Omissions

- Warranties, Services and Special Offers like 'FREE Bosch steam Irons' are missing and reduce the core proposition
- Email me out of stock links are missing, there is no opportunity to buy these products once they come back in stock
- Order tracking and order history are not available, this would be useful for click and collect customers
- Cross sells, Upsells and Alternative products are missing which help increase profits
- Ratings and Reviews do not have writing and commenting features to help advise users to purchase products

## Usability Issues

- Refine and sort tools are not utilised as much as the Desktop site which brings in higher revenue
- Price does not change when metres of fabrics are increased giving the user misleading information
- Made to Order Curtain selections, title and image are not displayed in the mini-basket preventing purchases
- Values in QTY fields are hard to change for the user and do not have easy to use drop-down fields
- Single selection options look like multiple choices in Made to Order curtains confusing the user
- Page re-loads each time when navigation is clicked which disorients the user and slows their journey

## User Experience

- Alternative images, zoom, editorial content, brand logos are missing which reduce the persuasiveness of the experience
- Product images are not of high quality making it hard to see fine detail which the user needs being adding to basket
- Mini-basket module does not display price making it hard to tell if they over or under budget
- Accordion menu does not have standard behaviours of opening and closing with smooth transitions
- Visual design could be improved on product category pages so information is more readable

# Mobile statistics

- 23% of UK online consumers conducted some kind of mobile transaction last year, but unfortunately, 83% experienced a problem. *[source: econsultancy.com, April 2011]*
- 63% have used their mobiles for shopping, 37% to conduct financial transactions, 34% for travel bookings, and 23% for insurance payments or purchases. *[source: econsultancy.com, April 2011]*
- 47% of daily mobile internet users live in urban areas, while 42% of mobile internet users earn over £40,000 a year (household income) compared to 31% of non users.  
*[Source: Essential Research via Econsultancy blog, Jan 2010]*
- These daily mobile internet users are also more likely to spend more on their monthly mobile bills, 55% pay over £30 a month compared
- 19% have purchased music on their phones, 14% have bought books, DVDs or games, while 12% have purchased movie tickets. *[Source: Compete, Jan 2010]*
- The amount that mobile users are willing to spend varies between handsets, with 32% of Android and 29% of iPhone users willing to spend \$100 or more from their handsets, compared with 14% of Blackberry users.  
*[Source: Compete, Jan 2010]*

# UK Smartphone Usage

65% of UK smartphone and general internet users use their device to pass away some time<sup>1</sup>.

[Source: Google, July 2011]

## Reasons to use a Smartphone



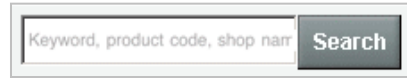
# Search

## Customer Journey

“I am looking for an iPad for my mum”.

When typing this keyword the user is re-directed to the sub category page.

It would be a better experience if the user was shown a list of products which they click through to the product detail page.



Words are small and grey making it hard to read. The last word has been cut off. Clicking into the search field does not remove the default text and distracts the user when they are typing. There is no auto-complete to help the user with keywords.

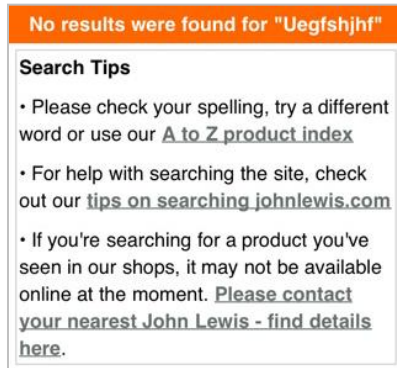


Amazon shows a simple CTA text inside the search field. Clicking into the field removes the default text, text reappears when clicking out. The go button is also visually strong.

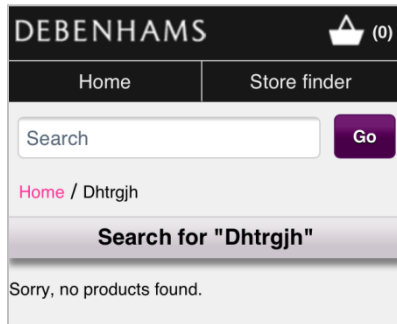


ASOS has search suggest tool. As the user starts typing letters a drop down appears with suggestions. This is a nice feature because keystroke entry is hard to enter in search field and quickly suggests a number of products helping them enter key pages of the site.

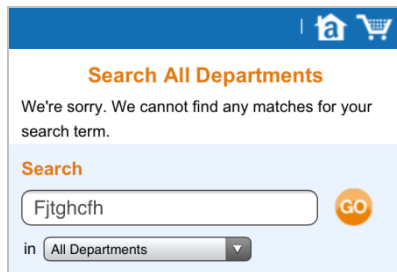
# Search. (When no products found)



Entering a product name which is not available is highlighted in the orange bar. The page then suggests some helpful tips to find the right product. At a glance it looks like a lot of information to read when the user might be on the go.

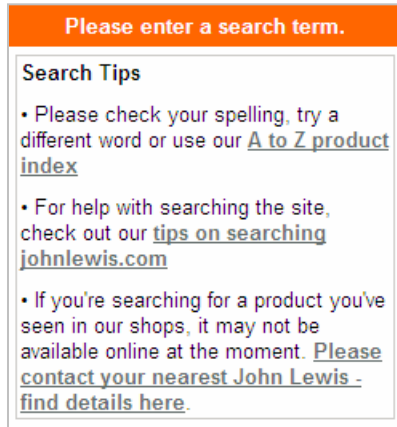


The message is simpler when no products are found on the Debenhams mobile site. The search term is highlighted in bold and clearly visible to avoid it being typed again.



Amazon also has a short message when products are not found.

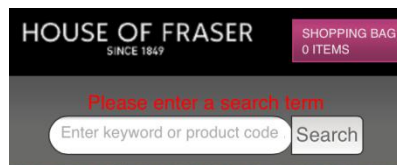
# Search. (Search button pressed without keyword)



When the search button is pressed without entering a keyword the same helpful information is displayed but there is no change in the orange bar. It is not obvious what the mistake is when the page is almost the same when no products are found.

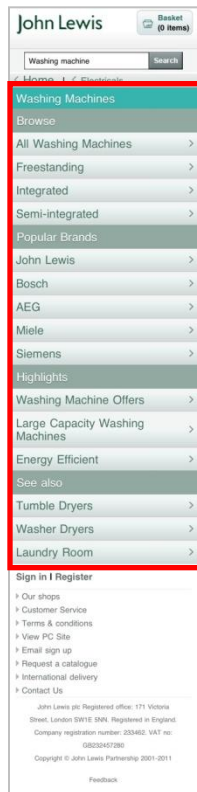


On the Comet site the iPhone default overlay appears with a message if no keywords are entered and the user pressed the search button.



House of Fraser uses red text when the search button is pressed without a keyword. This makes the error obvious so the user knows what to do.

# Search. (Search results page)



## Washing Machines

Typing certain types of keywords like *washing machine* or *baby* will bring the sub category page. This is confusing as the user expects to see products related to that search term and might leave the page as it does not meet their expectations.

The page title reads Washing Machine and does not say this was the search term. This might give the impression no search results were returned.

Typing other types of keywords like *bosch washing machine* returns the search results page with actual products with information. This results page is good as it matches the user's keyword which will entice them to click through to the product detail page.



## "Bosch Washing machine" - 20 products

The page title is descriptive and displays how many products are available with the keyword they used to search.



Typing a brand keyword like *Bosch* or *Nike* brings the category page with list of products within the brand. Again it would be useful to show a list of products related to that term rather than adding another layer of navigation acting as a barrier to the product detail page.

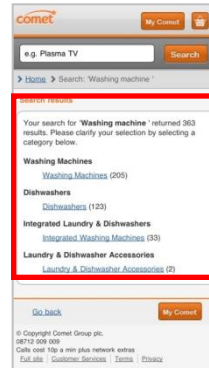


# Search. (Competitors search results page)



## Search results for "Washing machine"

Searching for terms like *Washing machine* or *Bosch* on the Best Buy site shows the search results page with actual products. This enables the user to click through to the product detail page to add to basket. There is no interim navigation. The title describes what keyword was used to return the search results.



## Search results

Your search for 'Washing machine' returned 363 results. Please clarify your selection by selecting a category below.

### Washing Machines

[Washing Machines](#) (205)

### Dishwashers

[Dishwashers](#) (123)

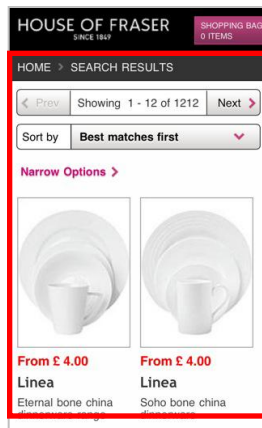
### Integrated Laundry & Dishwashers

[Integrated Washing Machines](#) (33)

### Laundry & Dishwasher Accessories

[Laundry & Dishwasher Accessories](#) (2)

Comet shows an interim page with a list of URLs and how many products are in each. The look and feel of this page is different from the navigation pattern and the page title is called Search results. This helps the user to narrow their search results from the keyword they entered before they click through the relevant product detail page.

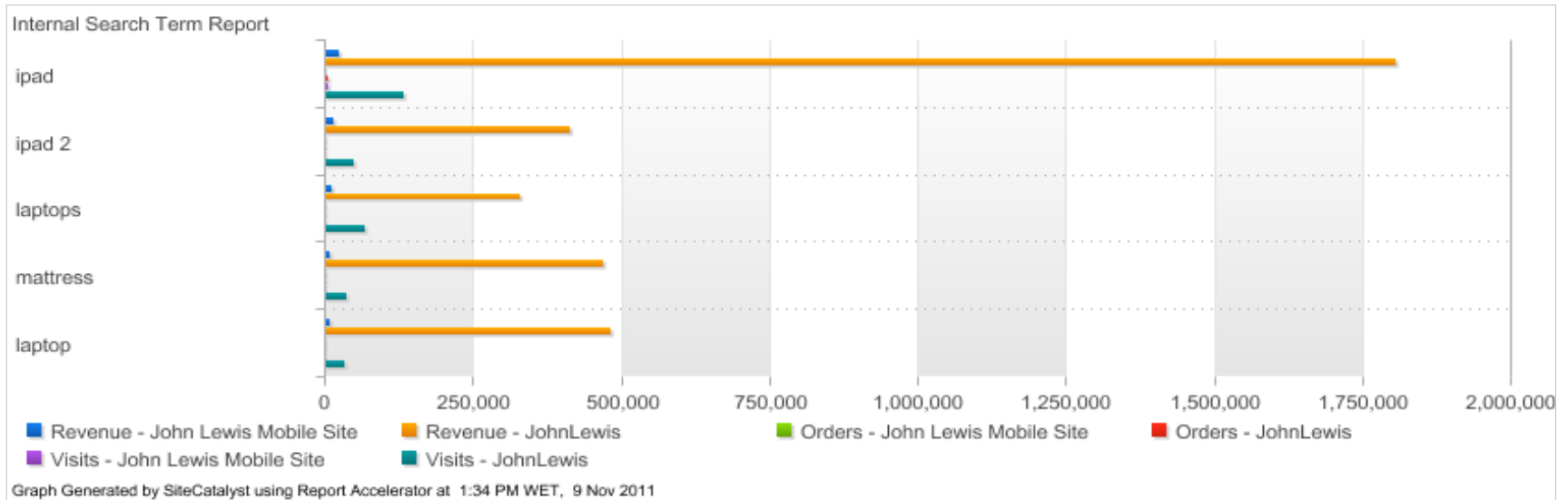


House of Fraser also displays a list of products when entering keywords. The breadcrumbs reads search results so they user know where they are in the journey.

# Search. (Popular search term)

The most popular keyword on the Mobile and Desktop site is the **ipad**. The Desktop site brings in a revenue of £1,807,014 from 4,797 orders with total of 133,280 visits. These figures are much lower for the mobile site, only £26,222 revenue is made from 67 orders with total of 7,593 visits.

From the chart below we see in the general the mobile site gets less visits from the search box which resulting in low orders.

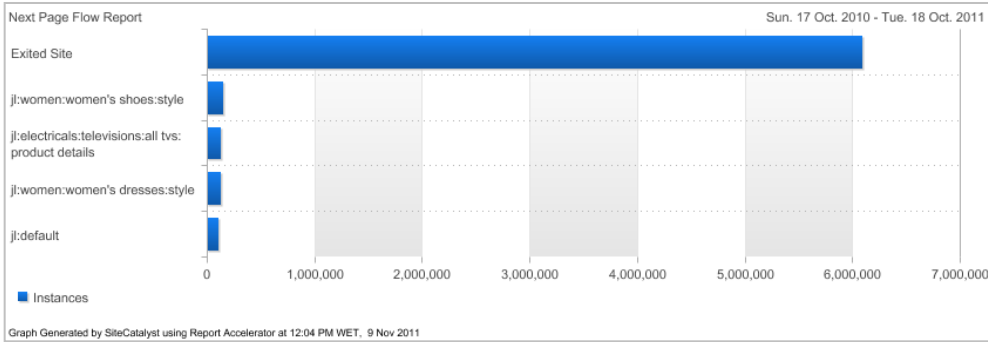


\*between 17/10/10 – 18/10/11

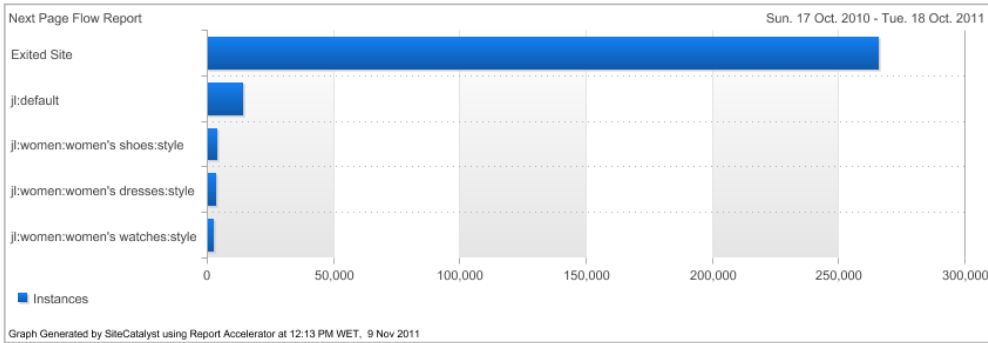
# Search. (Exit rate)

65.3% of users exiting the Mobile site after using search where as 56.3% of user exited on the Desktop site. The mobile site has 9% more exits. Although this is a small amount the search could be improved to drive customers into product detail pages.

## Desktop site (56.3% exit rate)

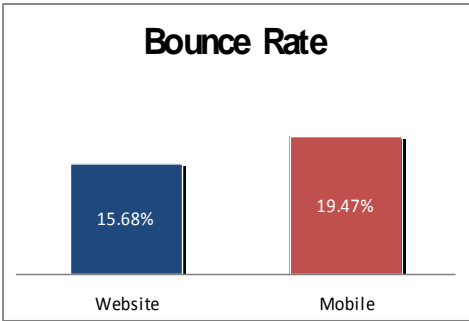
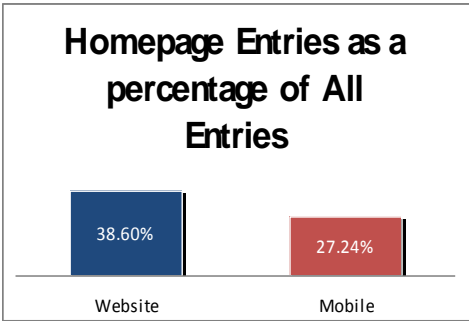
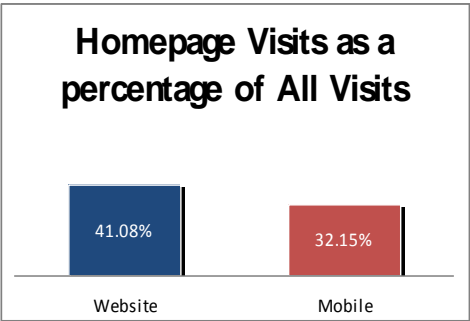


## Mobile site (65.3% exit rate)



# Home page statistics (Visits, entries and bounce rate)

The homepage bounce rate is much higher on the Mobile site than the Desktop. Entries and Visits to the homepage are slight lower on the Mobile than the Desktop. If the Mobile Homepage was improved by visual design and made more engaging the bounce rate could be decreased and Entry and Visits would increase.



# Home page

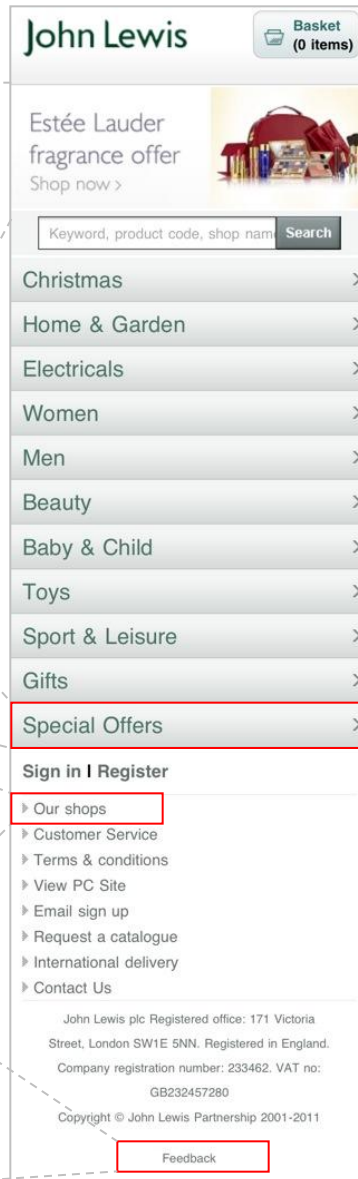
Static hero module only promotes one category.  
Using a mini-carousel could help promote xmas and special offers.

Customer service phone number is not available.  
Helpful for customers with questions before ordering.

A different color could be used  
to make 'special offer' link more  
prominent.

The 'Our shops' link has low prominence and might  
be difficult to find by the multi channel user who is  
on the go looking for store location.

Feedback link directs the user to a Usablenet  
branded page this could confuse the user thinking  
they have left the John Lewis site.



Search field could appear at  
the top consistent with other pages.

Category navigation is short and does not require  
extensive scrolling. Shop by Brand link could be  
introduced.

Footer links are small and close together increasing  
accidental clicks.

The following links could be removed; Request a  
catalogue, email sign up & International delivery.  
This will help reduce the height of the page.

The user could also benefit from 'Click & collect'  
and order tracking info in the footer.

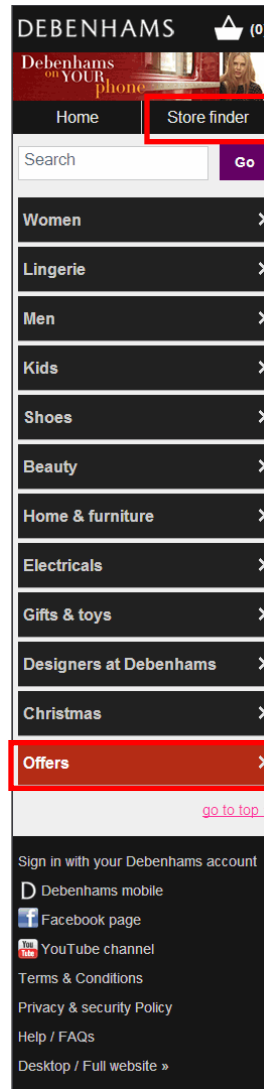
The bottom of the homepage would look visually  
interesting with recommendations, recently viewed  
or best sellers products reduce bounce rates and  
increasing visits.

# Competitors home page



'Find a store' button clearly visible at the top.

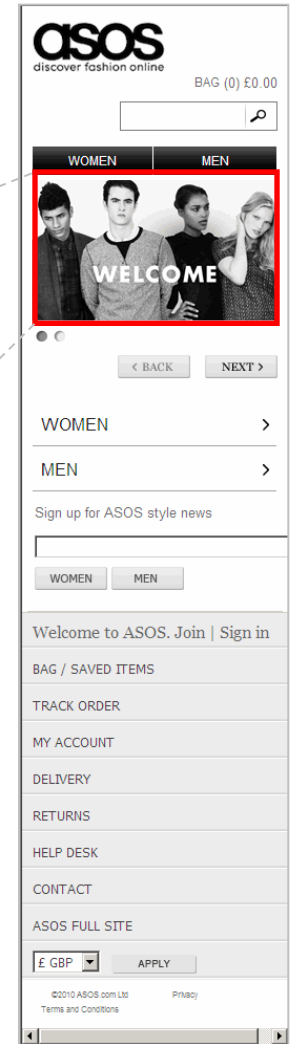
'Buy & Collect' info useful for users picking up from store.



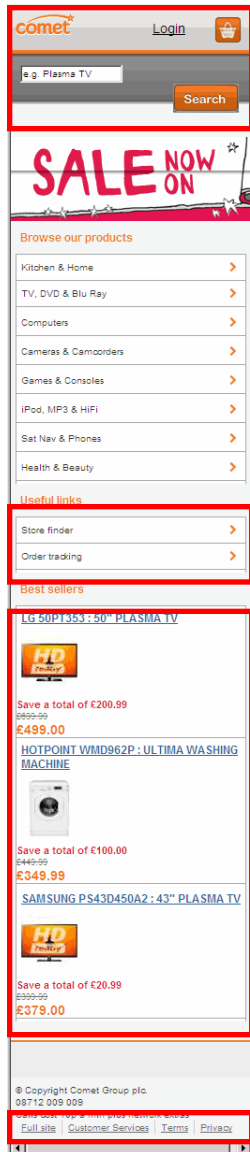
'Store finder' link at the top of the page.

Engaging mini carousel rotates promoting different products and service.

Offers link given prominence with different color.



# Competitors home page



Clean designed header with logo, search and add to basket tied together. Login link clearly visible at the top.

Multichannel links 'Store finder' & 'Order tracking' are displayed on the home page.

Top 3 best sellers appear at the bottom of the page

Only the most important links are shown on the footer.



Store finder button placed inside the header giving it high prominence.

Offers and Deals links are giving prominence with different color.

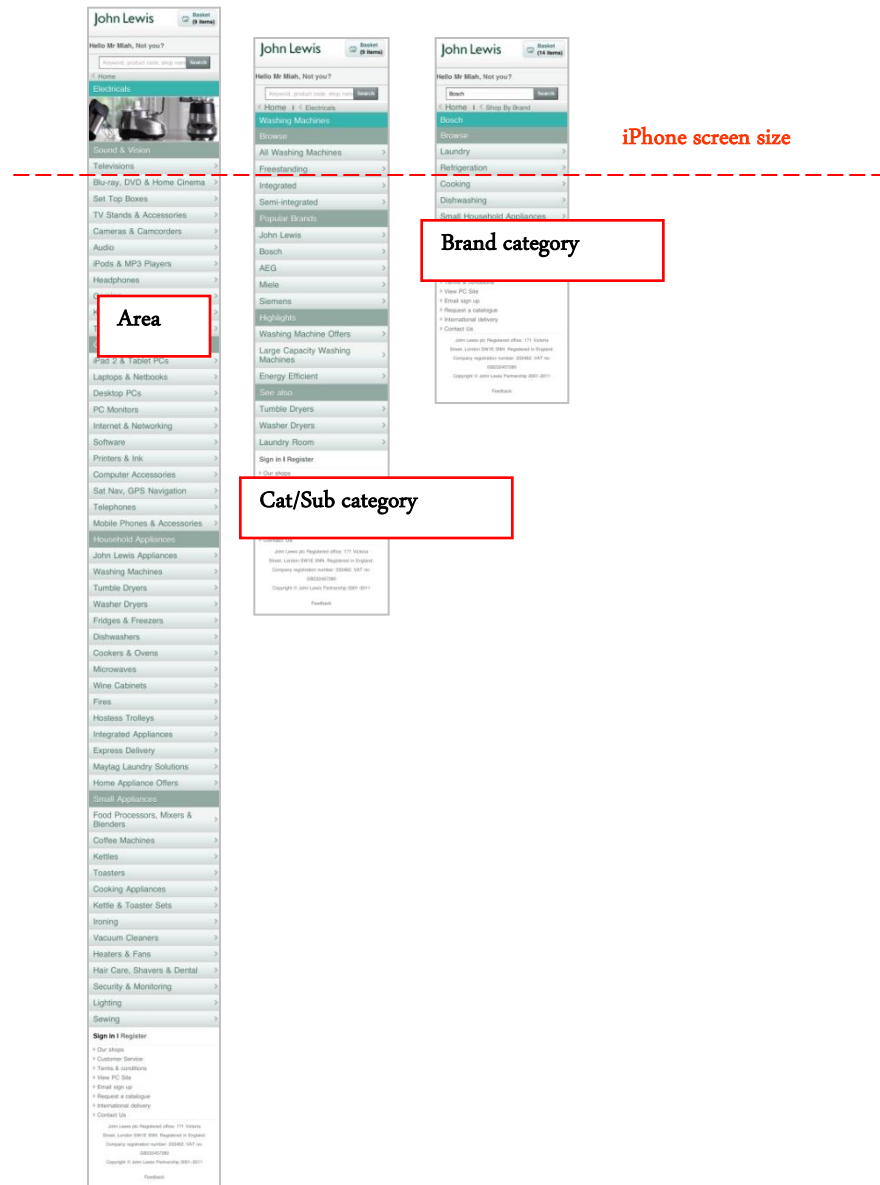
# Area, Sub/Category & Brand pages

The Category, Sub category and Brand category are not visually distinct. It could be confusing to the user where they are in the journey.

The pages are not optimised for persuasive selling. There are no visual promos, best sellers, featured brands, editorial content or buying guides. These features could be added as links as they will load quickly on a phone using 3G internet access and appear at the bottom of the page.

Search field appears prominently across all these pages. This is helpful for the user to find search in the same place.

We can see from this page the Area page can be very long in comparison to the other pages. *Sewing* and *lighting* categories are at the bottom of the page. One way of reducing page height is to look at the navigation pattern which we will discussed in later chapter.





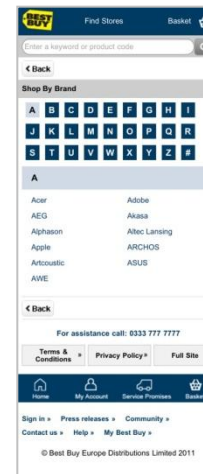
# Area, Sub/Category & Brand pages. Cont...

## Brand Area and Brand Category

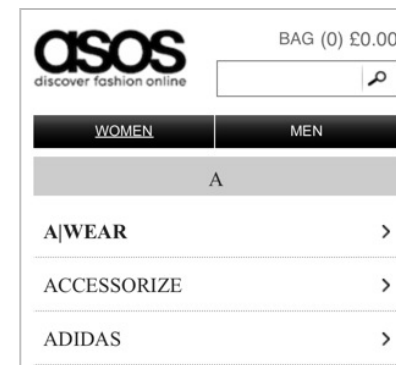
The shop by Brand page displays a A-Z navigation. This is useful for the user as they can decide which product falls into which letter.



We can see from the red arrow how the long the page can become



Best Buy display alphabets in small squares. 'A' is preselected with a list of brands listed below. This page is easy to navigate and has both Alphabetically navigation and brand names on the same page.



ASOS also has one brand page with the brand names listed below each alphabet. The user can see all the brands in each section within one scroll rather than clicking to different pages.

# Area, Sub/Category & Brand pages. Cont...

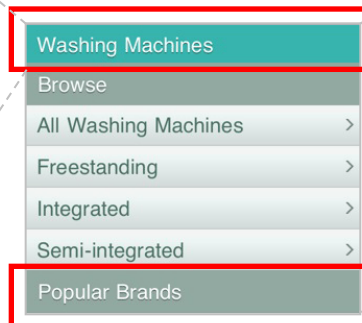
## Headings and Hero Modules



Hero module does not look inspirational or click through to other sub-category pages like the Desktop site.

It is hard to tell what the title of the page is; 'Electricals' or 'Sound & Vision' because of the spacing.

The text is small and hard to read on dark colored background. This could be resolved by making the text are stronger color.

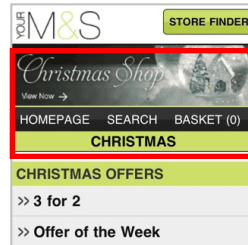


Buttons are close together increasing accidental clicks.

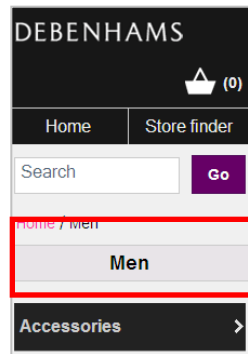
Page headings and sub headings have the similar visual treatment and are not separated. It is difficult to quickly what are links and headings.

# Area, Sub/Category & Brand pages. Cont...

## Headings and Hero Modules (Competitors)

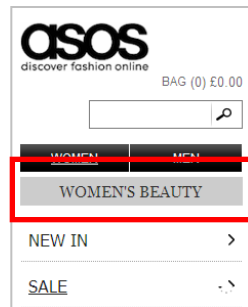


M&S have a hero module in there Christmas section. The image is inspirational with text. The page name is centred in the middle and looks different from the sub header and navigation links.



Debenhams has no hero module on the category pages, this is useful as important content like breadcrumbs and navigation can push up above the fold.

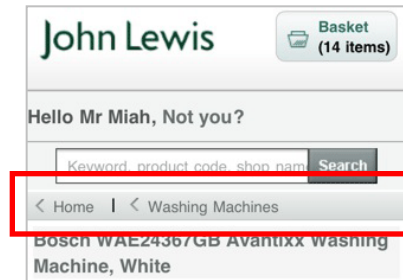
The visual treatment of the category title 'Men' makes it stand out and easily to tell its not part of navigation because of the small spacing.



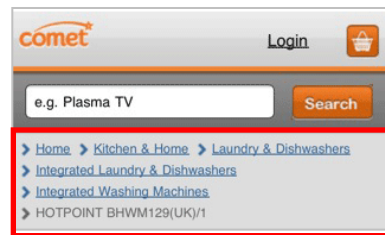
ASOS has no hero module on there category page. The title is centred in the middle inside a grey box differentiating it clearly from the navigation.

# Area, Sub/Category & Brand pages. Cont...

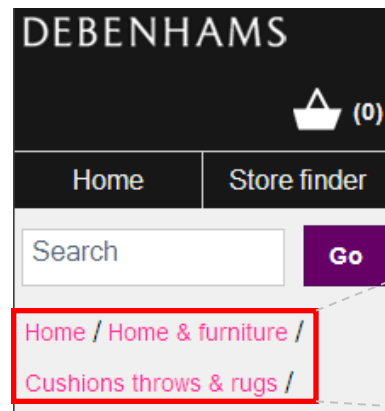
## Breadcrumbs



The breadcrumbs does not show the users full journey. If the user is on a product category or product page the Area page is not shown on the breadcrumbs. The user will have to click back until they arrive on the Area page.



Comet shows all the Journeys the user took from the home page on the breadcrumbs. There is adequate space between each link. Long links wrap to the next line. There is no hero module on the page so does not push important content below the fold. Breadcrumbs do not repeat at the bottom. Grey unclickable breadcrumb shows the page the user is on.



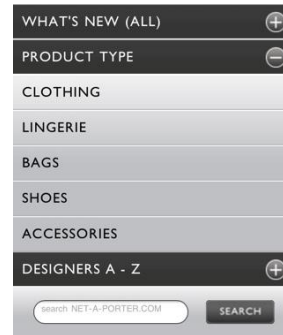
Debenhams also shows the full journey on the breadcrumbs. Long links wrap to the next line. Breadcrumbs are not repeat at the bottom of the page.

# Area, Sub/Category & Brand pages. Cont...

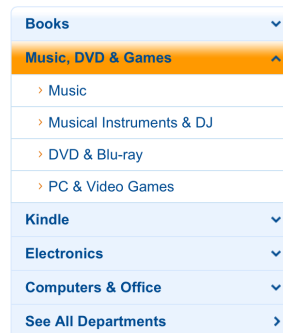
## Navigation pattern (Competitors)



Comet shows number of items next to each menu, this is useful for the user to know how many products are in each category.



Net a porter uses an accordion menu. Clicking a link display secondary menu items in a different colored background without reloading the page. The transition is smooth.



Amazon also uses an Accordion menu for the main navigation. Visual treatments are used for different states, the user can clearly see where they are in there journey.

As each selection is made the page does not reload. Only one accordion menu is open at any time. The menu clicks open without any smooth transition.

# Area, Sub/Category & Brand pages. Cont...

## Navigation hierarchy

It is better to keep the navigation hierarchy tall and thin:

- John Lewis has a large assortments of products
- Although it requires a lot clicks the user can drill down to specific pages
- Users will land on targeted pages which are likely to convert to sales
- As this will keep the length of the page short will an already long list of navigations

# Area, Sub/Category & Brand pages. Cont...

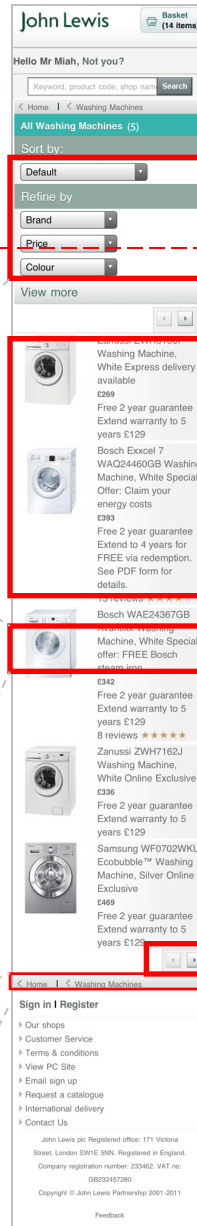
## Navigation hierarchy

Additional improvements can be made to the Mobile Hierarchy

- The links inside the features block in the Women's, Mens & Beauty Area are broken and do not display content, these links can be removed to reduce the height of the page and push more important content above the fold.
- Adding numbers to menu bar on the product category page will help the user understand amount of products in each section.
- Group all the brand names under 'View all brands' link as separate section
- Split up links inside all highlights section and put into relevant categories .eg. Remove maternity Wear from Women's area page and put under clothing.
- Push School uniform section at the top in Baby & Child Area page as they are more popular

# Product category page

Refine and sort tools take too much space pushing products below the screen fold. This could be resolved with a single refine button which when clicked reveals all sort tools.



It is easy to see which content belongs to which product because of the gradient background.

iPhone fold line

It is easy to see which content belongs to which product because of the gradient background.

Some products come with offers such as FREE Bosch steam iron, £40 cash back FREE redemption and FREE disposal but these are not mentioned on the product detail page or appear in the mini basket when added. User will lose trust with the information presented to them with the risk of not adding to the basket.

Breadcrumbs are repeated at the bottom this is helpful for the user if the page does not meet their expectation they can go back to a previous page.

It is hard to tell the on/off state of the pagination buttons by its styling. There are no numbers indicating the total number of pages the user can view.



John Lewis

[Basket](#)  
 (14 Items)

Hello Mr Miah, Not you?

2 results, 1 - 1 of All Washing Machines

All Washing Machines (5)

Sort by:

Refine by

Bosch Excel 7 WA2M440GB Washing Machine, White Special Offer: Claim your energy costs here

Free 2 year guarantee  
 Extended to 4 years for FREE no interruption. See PDF form for details.

13 reviews ★★★★★

Bosch Excel WA2M440GB Washing Machine, White Special Offer: Claim your energy costs here

Free 2 year guarantee  
 Extended to 4 years for FREE no interruption. See PDF form for details.

13 reviews ★★★★★

Bosch WA2M2075B Anniversary 7 Washing Machine, White Online Exclusive

Free 2 year guarantee  
 Extended warranty to 5 years £129 2 reviews ★★★★★

Bosch WA2M440GB Alexa 7 Washing Machine, White Special Offer: Claim your energy costs here

Free 2 year guarantee  
 Extended warranty to 5 years £129 3 reviews ★★★★★

Bosch Classixx WL2M16AGB 8kgDishwasher Washing Machine, White Online Exclusive

Free 2 year guarantee  
 Extended warranty to 5 years £129 2 reviews ★★★★★

2 results, 1 - 1 of All Washing Machines

Sign in to Register

- 1 Our shops
- 1 Customer Service
- 1 Terms & Conditions
- 1 View PC Site
- 1 Email sign-up
- 1 Request a catalogue
- 1 International delivery
- 1 Contact Us

John Lewis plc Registered office: 100 Victoria Road, Leamington Spa CV32 3DF  
 Company registration number: 28661567  
 VAT no: 2642997890

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Sort by:

Refine by

Bosch (5)

£360 to £469 (5)

White (5)

View more

As refine and sort options are chosen and the selections appear below the user the impression nothing has been used.

Clicking the clear all button or reload the page.

As refine and sort options are chosen the page reloads and the selections appear below the fold. This could give the user the impression nothing happened when filters were used.

Clicking the clear all button or removing filters also reload the page.

Sort by:

Default

Refine by

Brand

☒ Bosch (5)

☐ John Lewis (3)

☐ Hotpoint (2)

☐ Zanussi (2)

☐ AEG (1)

☐ Siemens (1)

Price

☐ £230 to £349 (3)

☒ £360 to £469 (5)

☐ £480 to £649 (2)

☐ £660 to £929 (1)

Type

☒ Freestanding (5)

Energy Rating

☐ A+++ (2)

☒ A (3)

Maximum spin speed

☐ 1200rpm (3)

☐ 1400rpm (2)

Load capacity

☒ 4.5kg (1)

☐ 7kg (4)

Colour

☒ White (5)

☐ Black (1)

Ratings

☒ 5 stars (3)

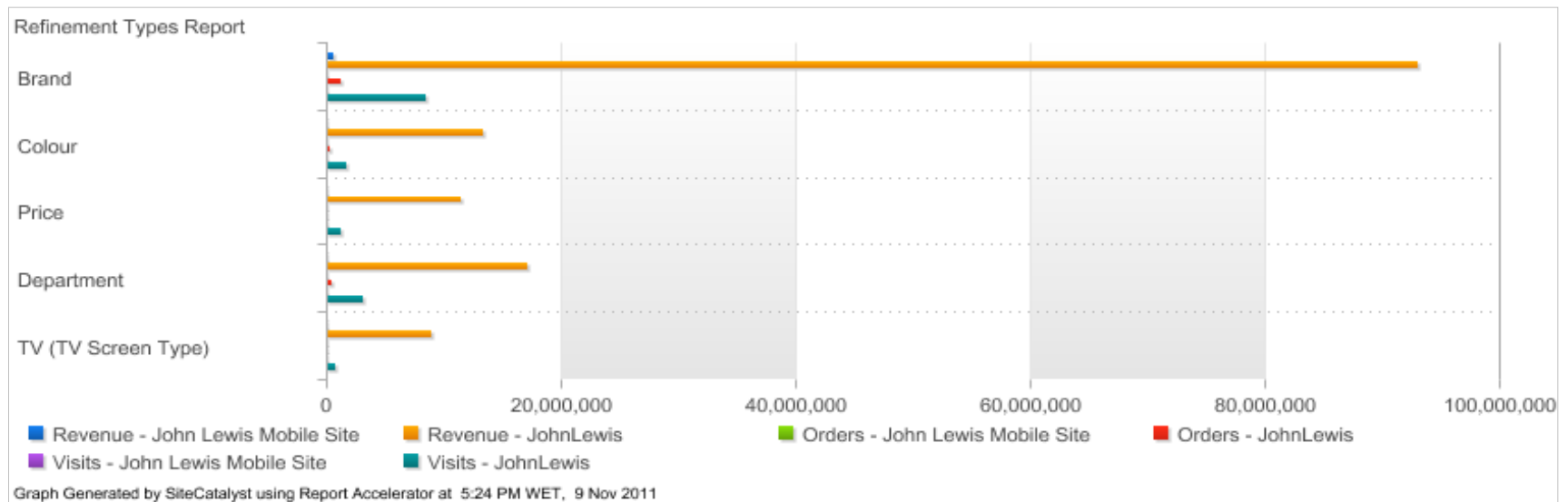
☐ 4 stars (2)

View less >

Each time a box is checked the page-reloads and jumps to the top. This can be time consuming if the user wants to make a number of refinements. Checkboxes are small and close together increasing accidental clicks.

# Product category page. (Refine tool statistics)

The Desktop site makes the most amount of revenue when the Brand sort tool is used. 5.5% visits creates 26.5% orders resulting in 14.6% of revenue. Brand sort tool for Mobile creates 3.2% visits which converting to orders of 10.9% bring in a revenue of 9.1%. All Mobile sort tools perform badly, its possible the products are hidden below the fold and can't be seen and users are neglecting the tool.



# Area, Sub/Category & Brand pages. Cont...

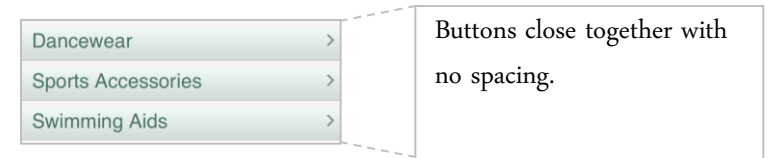
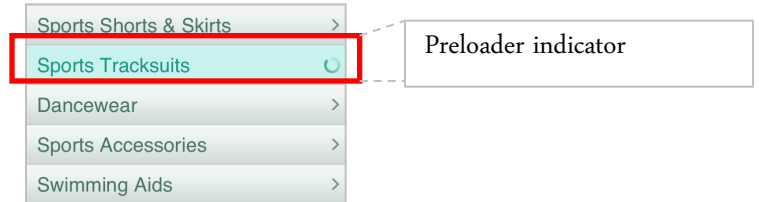
## Navigation pattern

The navigation menu items are displayed in one long list. This can very long when the user is on the Area page.

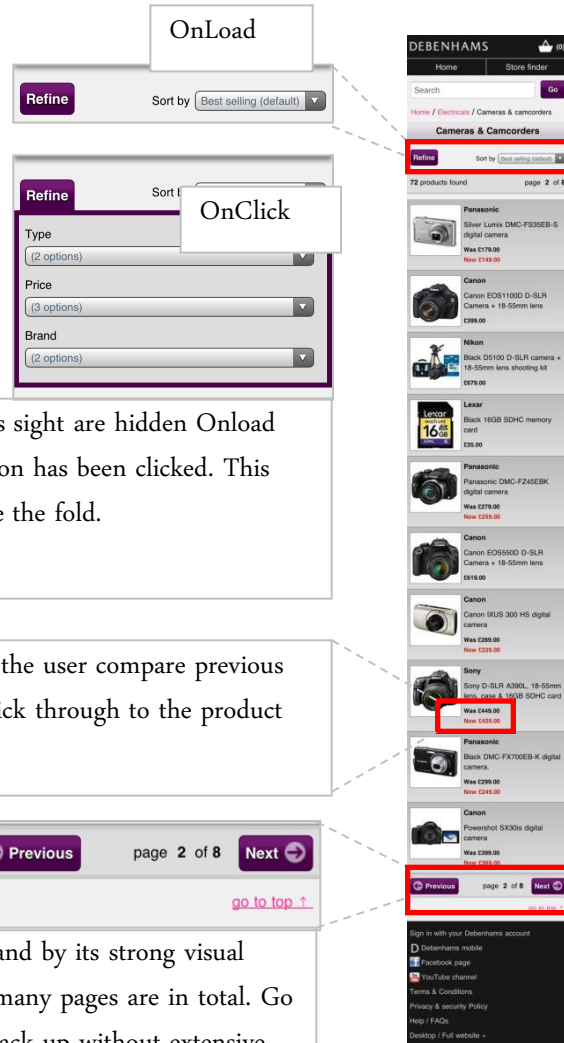
Each time a link is clicked the page reloads and jumps to the top. The user has to scroll down again to see more options.

The style of the navigation makes it look like an accordion menu but does not behave like one. The user expects to see different panels open up in smooth transitions.

A pre-loader appears on the right as the page loads. This is good for the user as they know they have clicked the menu and the page is loading.



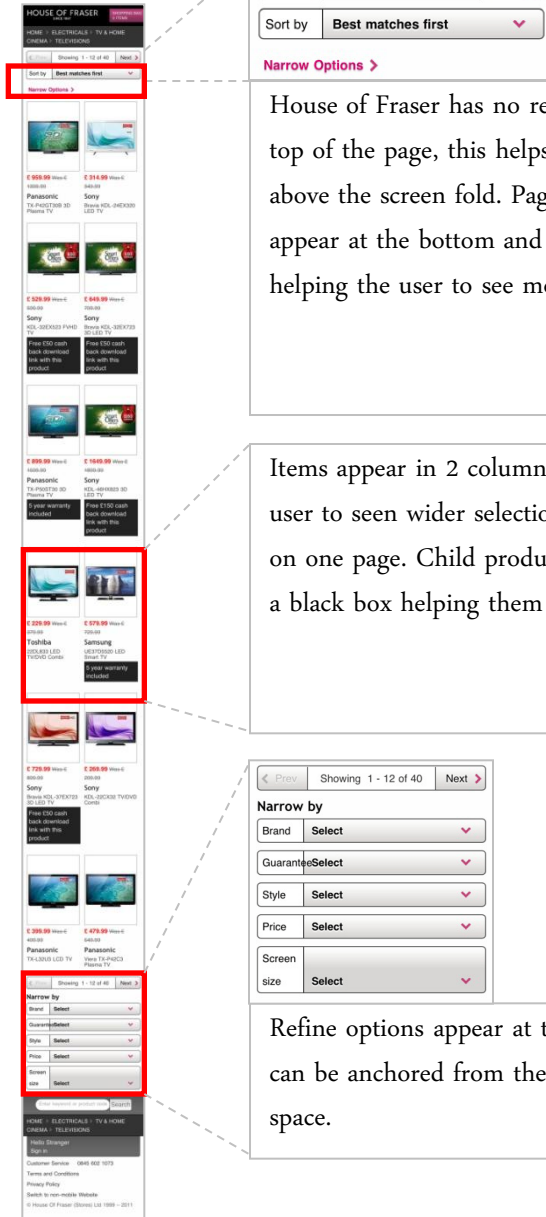
# Competitors product category page



The refine options on the Debenhams sight are hidden Onload and only appear when the refine button has been clicked. This saves space and shows products above the fold.

'Now' prices appear in red this helps the user compare previous price and could encourage them to click through to the product page.

Pagination buttons are easy to understand by its strong visual treatment. Numbers tell the user how many pages are in total. Go to top link helps using jump straight back up without extensive scrolling.



House of Fraser has no refine tools at the top of the page, this helps products push above the screen fold. Pagination tools appear at the bottom and top of the page helping the user to see more products.

Items appear in 2 columns allowing the user to seen wider selection of products on one page. Child products appear inside a black box helping them to be distinct.

Refine options appear at the bottom and can be anchored from the top reducing space.

# Product detail page (spec page)

## Customer Journey

“We are decorating our Kitchen and looking for a new Washing machine, we just need the right one”

This type of customer will be frustrated with the accordion menu as it reloads each time it is clicked. There is no real flow to the page and information is scattered.

The buy button is below the fold which could prevent the user going to the next stage of conversion process.




Key elements like price, ratings and reviews and add to basket are below the fold this makes the users eye dart around the page.


OnLoad one panel is open which could be problematic when high spec items are viewed as the rest of the menus will be right at the bottom. The user may not see these to obtain all the information they need to make a purchase.


Ratings and reviews is always place at the bottom detached from the rest of the page. There is no anchor from the top to the bottom like the Desktop site.

# Product detail page (Accordion panels)

Services | -

 You can add service/s listed when you arrange your delivery

 **Washer Disposal £9** The charge for this service includes the removal and disposal of your old washing machine or washer dryer for reuse or recycling  
[More info](#)

 **Washer Connection, £25** The charge for this service includes:

- Connection of the new appliance to a standard domestic water connection point within 1 metre of the installation location
- Connection of the appliance to an existing 3-pin 13amp electricity point within 1 metre of the installation location
- Connection of the appliance to an existing waste outlet within 1 metre of the installation location
- A test wash to ensure the appliance is filling and draining correctly
- Removal of all packaging

[More info](#)

Additional service products are not available to add to basket Although they are advertised on the product category page.

[Buy Now](#)

Alternatives | -

Zanussi ZWF6100P Washing Machine, White  
£279  
Free 2 year guarantee  
☐

Extend warranty to 5 years for Zanussi ZWF6100P £129

Qty  [Buy Now](#)

John Lewis JLWM1407 Washing Machine, White  
£379  
Free 3 year guarantee  
☐

Extend warranty to 5 years for JL JLWM1407 £75  
91 reviews

Qty  [Buy Now](#)

Special offers | -

FREE Bosch steam iron  
Buy this appliance and claim your free Bosch TDA4622GB steam iron via redemption.  
([view terms and condntions](#))

The checkboxes are not properly aligned with the child description. There is a greater change of adding the wrong child product with the wrong parent product.

It is hard to tell which 'Buy Now' button belongs to which product. The wrong item could be added to the basket.

The terms and conditions link is a PDF document. Clicking this link shows page not found

# Product detail page. Cont...

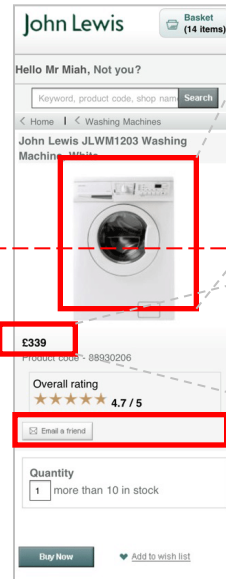
## Page elements

There are no warranty information, brand logos, image icons, child products, 5yr guarantee banner or buying guides. These are great CTAs which help the user to buy and should be displayed on mobile site but with different visual treatments from the Desktop site to reduce clutter.

Image icons can be removed as they are small and may not read well on a small screen.

5yr guarantee is one of John Lewis number one selling point yet this is not displayed.

Cross sells, Upsells and child products are not visible on the page, customers often buy additional items with products and increases profits for John Lewis.



There is no pinch zoom or alternative images to see the product in more detail. Phone screen sizes are small and the image can only be enlarged to a certain point.

iPhone fold line

Prices could be in red and larger so they draw the users attention when they are scanning the page.

Other social features like Facebook and Twitter could be added to increase traffic back to the mobile site.

# Product detail page. Cont...

## Page elements (Competitors)

Price is large and red making it easy to see when scanning the page. Both WAS and THEN prices are show so the user can see the discount they will receive.

Clicking each thumbnail image reload the page and replaces the large image.  
Alternative images helps the user to inspect the product in more detail. All images are of a high quality.

Quantity  in stock, only 1 left  
**Add to Bag** **Total price £ 209.99**  
Product code: 157208977

Add to bag button is large and visually prominent.  
All elements are neatly tied together. The price is repeated again next to the button.



ASOS uses a carousel to navigate through all the alternative images. The image can be made larger by clicking it twice.

Select Size   
**ADD TO BAG**  
SAVE FOR LATER

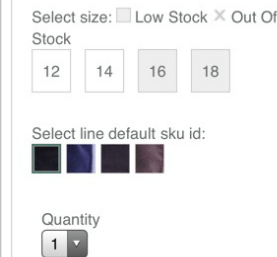
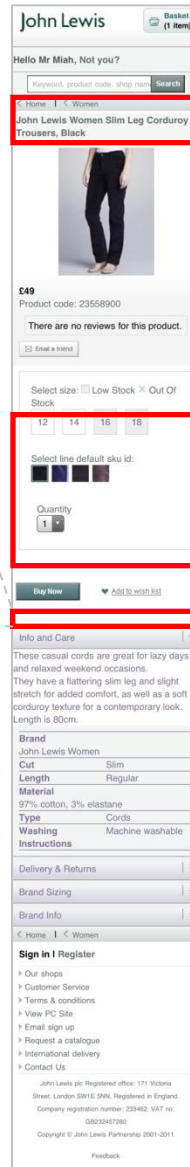
All elements are closely tied together. The Add to bag button is long and visually prominent.



# Product detail (image focus)

On the Desktop image focus template there is a 'Wear it with' and 'More like this' module which is missing on the mobile site. These module keep the user on the site if the product was not what they were looking for and could convert to a sale.

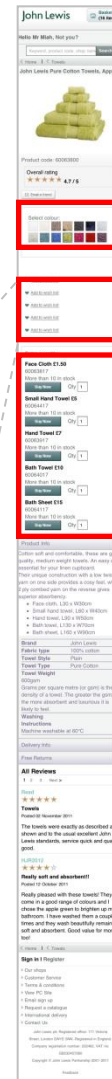
When a different color is shown the name of the color appears at the end of the title, this is useful as the user knows the color has changed.



Selecting a different color swatch or size reloads the page. Each selection is close together increasing accidental clicks. It requires a lot of effort and time to view a whole range of colors.

When choosing a different size the page does not show it has been selected or display different price this would deter users from adding to basket as they require a particular size.

# Product detail (Upsell focus)



♥ [Add to wish list](#)

♥ [Add to wish list](#)

♥ [Add to wish list](#)

♥ [Add to wish list](#)

♥ [Add to wish list](#)

The add to wish list links have moved out of place when they should be aligned with the Buy Now button. From this view you can't tell which wish list link belongs to which product. The wrong product could be added to wish list.

Enter quantity:

**Face Cloth £1.50**

60063817

More than 10 in stock

[Buy Now](#) Qty

**Small Hand Towel £5**

60064417

More than 10 in stock

[Buy Now](#) Qty

**Hand Towel £7**

60063917

More than 10 in stock

[Buy Now](#) Qty

**Bath Towel £10**

60064017

More than 10 in stock

[Buy Now](#) Qty

**Bath Sheet £15**

60064117

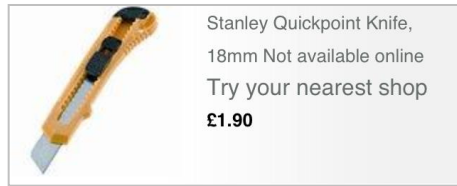
More than 10 in stock

[Buy Now](#) Qty

There are no spacing between each type of towel making it difficult to tell which buy button belongs to which product. This could result in the wrong product being added to the basket.

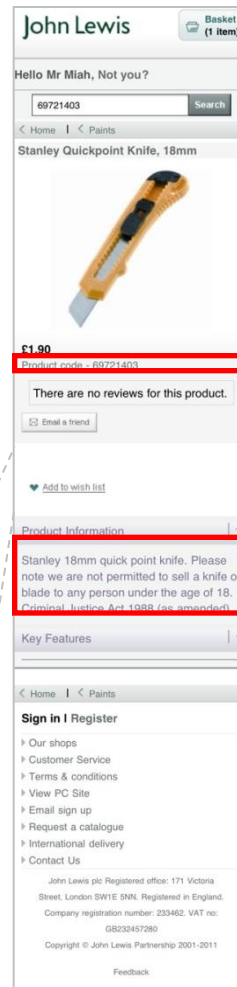
To add a different quantity, the first value needs to be deleted first. The quantity box is a text field and not a drop down. There is too much to do in order to change a quantity.

# Product detail (Items not available online)



Message explains certain products like Kindles and Knives are not available online but can be purchased thorough a shop on the product category page. 'Try your nearest shop' is a separate link and takes the user to our shop pages.

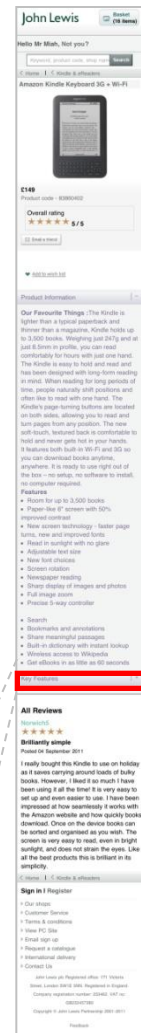
When the user clicks through the product page of the item not available online there is no Postcode box to look up the nearest shop. The information on the product category page has misguided the user and a lost opportunity to create a sale through the store.



There is no message at the top of the page stating this product is not available online like the Desktop site. The user is left looking for the Add button and might eventually leave the page thinking its missing.

Information describes age restriction but does not mention how to purchase the item as stated on the product category page.

Kindle products do not display age restriction information or not available online message.



# Product detail (Beauty)

The lipstick swatches are large and looks like they haven't been reduce for a mobile format which has increased the height of the page. It is now hard to find the add button and requires searching the page. Normally the user is used to seeing the Buy Now button just below the screen fold. Clicking swatch reloads the page.

The color swatches are of a poor quality. For beauty products customers are looking to buy different colors. If the colors are not presented in high quality images the user may not feel they are seeing the right shade of color to buy.



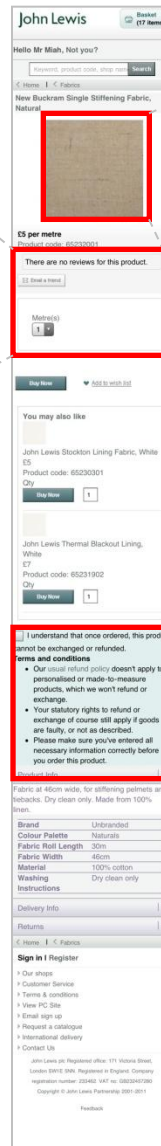
The on state of a shade is weak and difficult to recognise, this could be improved with a heavier border.

Buy Now button right at the bottom of the page.

# Product detail (Fabric by metre)



Selecting more than 1 metre from the drop down does not change the price on the page. Even though they have decided how many metres they want there is no Buy Now button to add to the basket.



It is hard to see the actual texture of the fabric when it is this size. The desktop site allows image zoom to view the fabric in more detail. The customer would benefit from ordering this swatch to help them by the fabric but Free Swatch promo is not available like the Desktop site.

The user can easily forget to check the mandatory terms and condition box as it is below all Buy Now buttons. It would make sense to put it above buttons so users know they have to read the information and check the box before adding to basket. This will resolve a lot of unnecessary error messages.

# Product detail (Made to order fabric)

Each selection the user has made in the made to measure steps is highlighted in the box blue. This is useful for the user as they know where they are in the journey. At any point the user can change the selections they have made.

The user can only chose one option from the heading type. The selections look like checkboxes giving the impression multiple chooses can be made. The user will start checking both boxes then after learning the behaviour will realise only one selection can be made. The page does not reload when selections are made. There are no curtain heading guides like Desktop site so the user has to make there judgement what they are.

Please enter a numeric drop to the nearest 0.5cm

Error messages always appear at the top but hard to tell what error has been made as it does not appear next it. The page also reloads when errors are made.

## Type of curtain required

Same problem again with appearance of single selections which look like multiple choices. There is no further editorial guide about length of pole, heading height or drop from eyelet. These are curtain jargons and would've helped the user make the right selection.

All accordion menu panels are open. The current behaviour is to have one open and the rest closed, for some reason the accordion has lost all its behaviours and does not have a plus and minus symbol next to each menu bar.

# Product detail (Made to order fabric. Cont...)

**Lining weight**

- ☐ Standard - no extra cost
- ☐ Blackout - £6.00 extra

Again single selections which look like multi-select.

**You may also like**

- ☐ Matching Plain Tieback £33.50
- ☐ Matching Piped Tieback £33.50

These checkboxes are multi-select and might be confused with single selections. This may prevent user from adding more than 1 cross sell to the basket.

**Your selection so far**

**Fabric**  
John Lewis Berber Plain Fabric, Putty  
(code 68820602) [Change](#)

**Style**  
Pencil Pleat [Change](#)

**Dimensions**  
Single, 100cm (width) x 100cm (drop), 7cm heading  
(Due to the size of the curtain, it will have a join) [Change](#)

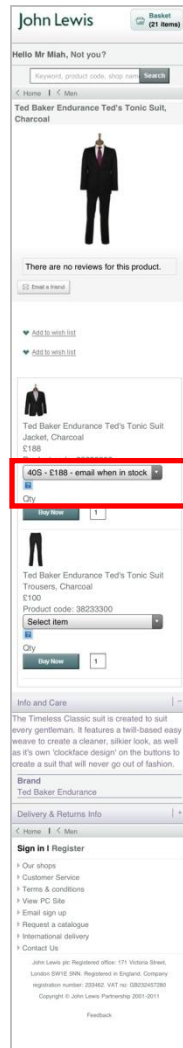
**Lining**  
White Standard [Change](#)

At this stage all the selections have been made. The layout of the page makes it hard to tell which selection belongs to which change button. This may result in clicking the wrong change button.

The basket page does not show the name of the fabric and all the selections the user has made. This will prevent the user from completing the checkout process as they don't know what they are buying. There is no link to add a similar curtain in a different size like the Desktop site.

John Lewis  
£132.00  
Qty: 1  
Update Remove  
Subtotal £132.00  
Go to Secure Checkout

# Product detail (Look page)



40S - £188 - email when in stock



Qty

Buy Now

1

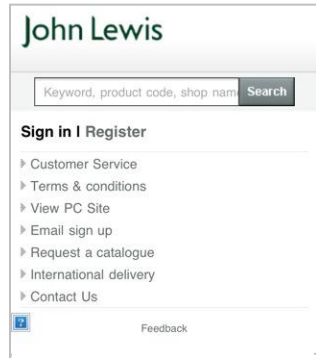
The user can choose a size which is out of stock from the drop down list but there is no email me when in stock link as the title of the drop down suggests. This is a missed opportunity to notify the user when items come back in stock so they can purchase.

The Buy Now button remains enabled for out of stock products allowing the user to press the button only to be given an error message.

There is a blue question mark which looks like a help icon but does not have any function. It should be removed to stop any unnecessary clicks.



# Product detail (Range page)



Clicking any Buy Now button on a range template re-directs the user to the page not found page. This prevents products being added to the basket. The user might also lose confidence of the page and leave.



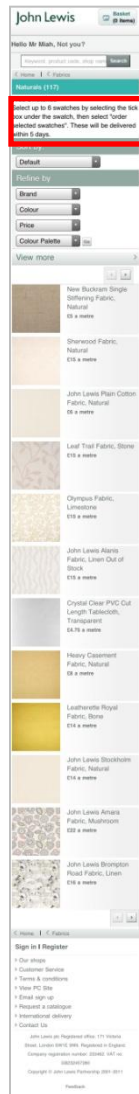
## 12 items available - see below

The see below link does not work, this would've been useful for the user as the page would anchor to the first product in the range page.



Products look squashed together without any spacing. Horizontal line helps to separate each item. It is easy to see which information and Buy Now button belongs to which product.

# Product detail (Swatch ordering process)



## Free Swatches

Select up to 6 swatches by selecting the tick box under the swatch, then select "order selected swatches". These will be delivered within 5 days.

On the fabric product category the message at the top states the user can choose up to 6 swatches but there is no checkboxes or compare button displayed.

Order swatches help users to see the fabrics physically and could help users make a purchase. This is missed opportunity to make conversations.

Swatch order on fabric product category page is available on the Desktop site.



## Apply (Activate)

This is an odd button, pressing it reload the page but no changes occur.

Only the made to order curtains and made to order blinds have the swatch ordering process. Clicking the made to order shutters redirects the user to the page not found page.

There is nothing preventing the user from choosing more than 6 swatches. It is only when they click the order swatches button that they are told have ordered too many. On the Desktop site if the user choose more 6 the first selection is removed.

The page does not reload as each box is checked.

# Product detail (Swatch ordering process. Cont...)



Clicking the order swatches button brings the user to this page. This page is nicely formatted with gradient background so it is easy to see which title belongs to which swatch.

John Lewis

Hello Mr Miah, Not you?

Keyword, product code, shop name Search

Home Ready Made Curtains

Order Swatches

Digital Garden Fabric, Cassia

Digital Garden Fabric, Lacquer

Cologne Fabric, Cassia

Lilburn Fabric, Red / Nut

John Lewis Refined Puritan Spheres

Brussels Fabric, Red

Change

Please provide more address details (e.g. both street name and town).

Name

Mandatory fields are marked with an asterisk \*

Enter address and look up postcode

Mandatory fields are marked with an asterisk \*

Title \*

Mr

First name \*

Shebul

Last name \*

Miah

Daytime phone number \*

06904028741

We will only use this if we have a query with your swatch request

Email address \*

Shebul@gmail.com

Find Address

Please tick here if you do not wish to receive the latest news, offers and details of products and services via email or post from the John Lewis Partnership

Our policy on data protection

Your privacy is very important to us, that's why we will never release your personal details to any company outside the John Lewis Partnership (which includes John Lewis, Waitrose, Greenbay, John Lewis Insurance and John Lewis Financial Services Ltd) for mailing or marketing purposes. We may contact you by post, telephone and, if requested above, by SMS text messaging and/or email. We are constantly looking for ways to improve our service so we may occasionally contact you for research purposes.

Privacy Statement

The personal information entered into this fabric swatch request form may be disclosed to reputable supplier companies who will help process your swatch request. John Lewis requires all such third parties to treat your personal information as fully confidential and to fully comply with all applicable UK Data Protection and consumer legislation from time to time in place.

Sign in / Register

- Our shops
- Customer Service
- Terms & conditions
- View PC Site
- Email sign up
- Request a catalogue
- International delivery
- Contact Us

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Copyright © John Lewis Partnership 2001-2011

Feedback

Please provide more address details (e.g. both street name and town).

Name

Mandatory fields are marked with an asterisk \*

Enter address and look up postcode

Mandatory fields are marked with an asterisk \*

Title \*

Mr

First name \*

Shebul

Last name \*

Miah

Daytime phone number \*

06904028741

We will only use this if we have a query with your swatch request

Email address \*

Shebul@gmail.com

Find Address

Filling the form in and then pressing the find address button creates an error message asking the user to provide address, street name and town details, but these fields are not shown. There is no postcode field to find address as the second heading suggests.

This form does not work and stops users from getting there free swatches. If you don't fill in a mandatory field there is error message stating this has been missed out.

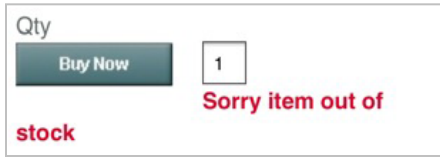
# Product detail (Classic product page)



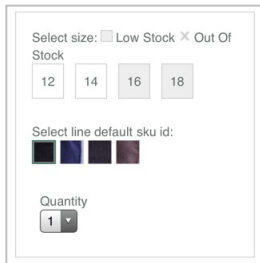
UK delivery usually within 7 working  
days  
FREE

Delivery promo given different visual treatment  
making it prominent. This is a good selling point.

# Product detail (Stock messaging)



The look page out of stock error message is badly formatted and appears in 2 lines. The color is also different from other error messages.



The size 10 box has been removed as it is out of stock on the mobile site leaving a confusing out of stock message.

From this visual the user can not tell what is out of stock and the low stock as the messages are close together. These messaging may confuse the user when they are about to add to the basket.



The name is crossed out when beauty page swatches are out of stock. There is no key or legend to denote out of stock shades it does not look obvious to the user.



The visual treatment of the out of stock message on the image focus template is not strong, this could be improved with a different color. The buy button has been removed this is good as it stops unnecessary error messages. There is no Email me when in stock link like the Desktop site.

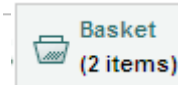
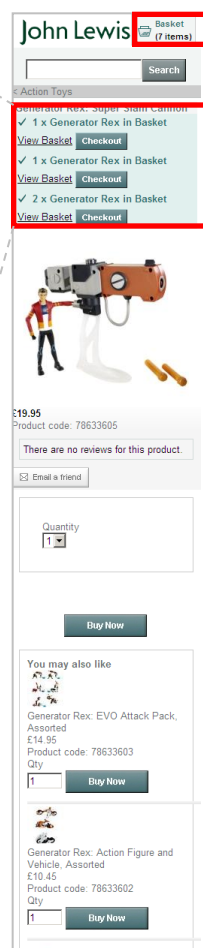
Availability: Out of Stock

Again the upsell focus out of stock message could be visually treated different to make it more prominent. There is no email me when in stock. The buy button has been removed which is good.

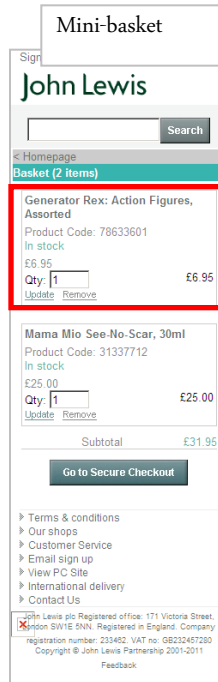
# Mini-basket & Feedback message

When adding multiple products to the basket the page reloads and the feedback appears at the top of the page.

Feedback message should appear next to the product so the user know what was added to the basket.



Basket module does not show the total price in the basket. Users will not know if they have over spent or within there budget.



There is no pictures of the products the user is about the buy making it less persuasive. Update and remove link are close together and very difficult to use without making an error.

# Competitors product detail page (Debenhams)

Home / Electricals /  
Cameras & camcorders /

Breadcrumbs show all the pages  
the user came from making it easy  
to link back to each individual page.

[Photography buying guide](#)

[Waste Electrical and Electronic Equipment](#)

[Legislation](#)

ADD TO BAG

Delivery

Returns Policy

- Standard Delivery within 4 working days - FREE on all orders over £30 (normally £3.99)
- Deliver to store for collection ([152 participating stores](#)) Free

Additional Information appears inside tabbed container. Buying guide links appear after specification information.

DEBENHAMS

Home Store finder

Search

Go

Home / Electricals /

Cameras & camcorders /

Sony

Black compact NEX-C3 D-SLR  
camera and 18-55mm lens



£449.00

View details

This black compact NEX-C3 D-SLR camera and 18-55mm lens from Sony is an interchangeable lens digital SLR camera featuring 16.2 megapixels, optical image stabilisation and a 3.7cm screen with a TruBlack LCD screen.

- Model number: NEX-C3 D-SLR
- Digital DSLR camera
- 16.2 megapixels
- SEL1855 standard zoom
- Optical image stabilisation
- Minolta and Ikonica minolta lens
- 3.7cm screen with a TruBlack LCD screen
- HD video
- ISO 200 - 12800
- 5 flash modes
- Scene selection available
- Face detection
- Memory card slot: Memory stick PRO duo, memory stick PRO-HG Duo, SDHC/SDXC memory card
- Audio capability: MP3/AAC/LC 2ch
- Panorama function
- NP-FV50 lithium battery with approx. 400 shots battery life
- HD-HDMI output, USB

• HD: 10 x 108.8 x 33 mm

£449.00

Quantity

[Photography buying guide](#)

[Waste Electrical and Electronic Equipment](#)

[Legislation](#)

ADD TO BAG

Delivery Returns Policy

Standard Delivery within 4 working days - FREE on all orders over £30 (normally £3.99)

Deliver to store for collection ([152 participating stores](#)) Free

Sign in with your Debenhams account

Debenhams mobile

Facebook page

YouTube channel

Terms & Conditions

Privacy & security Policy

Help / FAQs

Desktop / Full website

Home / Electricals /  
Cameras & camcorders /

Sony

Black compact NEX-C3 D-SLR  
camera and 18-55mm lens

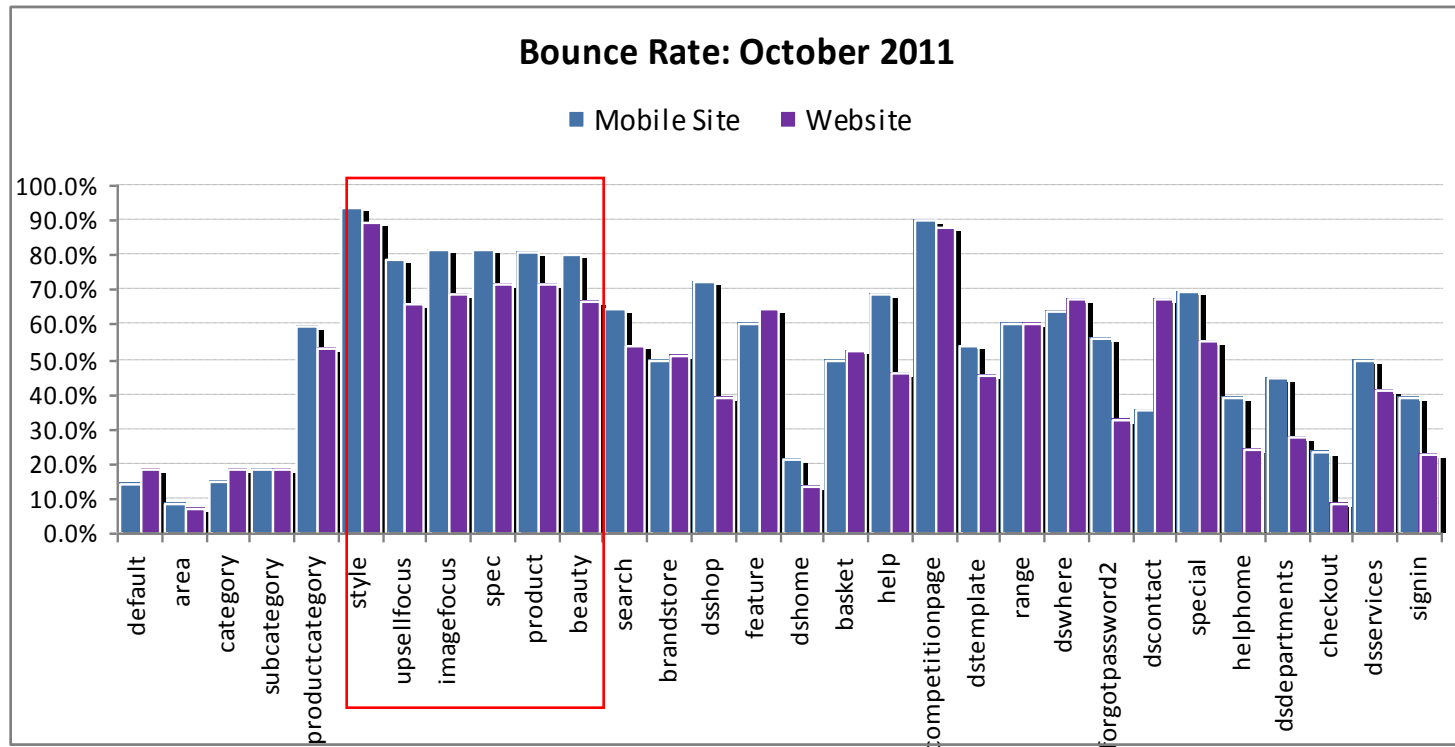


£449.00

Hero module displays thumbnails of  
alternative images. Product title and price  
are large font size. Brand name given  
different visual treatment to stand out.

# Product page bounce rates (Statistics)

When compared to the website, mobile is not keeping customers engaged when they land on a product page throughout all of the product page templates.



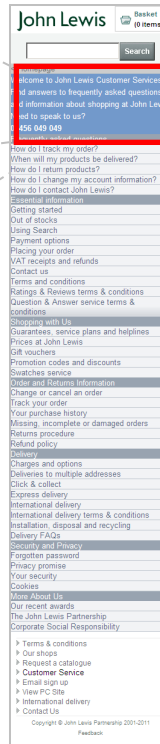
	Mobile	Desktop
Style:	93%	89%
Upsell focus:	79.1%	66.2%
Image focus:	81.8%	68.6%
Spec:	81.3%	71.9%
Product:	80.6%	71.6%
Beauty:	80.2%	66.9%

Stats are only available for October 2011 as pages weren't set up properly



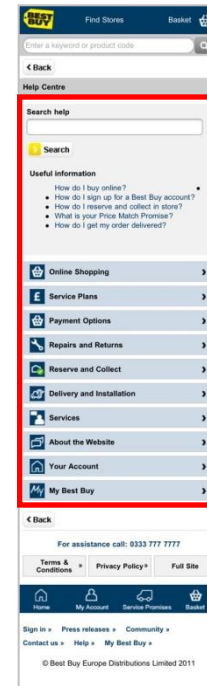
# Customer service page

Phone number is available at the top if the users needs to speak to someone at customer service.

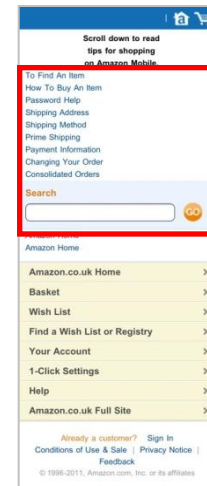


Customer service sections does not provide specific help on Mobile devices. Information on placing orders and checkout security on the mobile would be useful.

The navigation is long with a lot of topics and can be time consuming looking for answers. It would be useful to bring the the Desktop FAQs tool making searching for answers quicker.



Best Buy shows a help search field with a short list of relevant links below it. Further down the page there is comprehensive help information. This type of page gives the user multiple choices to find answers to there question.



Amazon's help page only displays the most important links with the search field below to look for answers not available on the page.

# Ratings and Reviews

There is a list of ratings and review functions on the Desktop site which are missing on the mobile site:

- Review useful yes/no vote button
- Comment on a review
- Write a review
- Location/age of reviewer
- Linking to reviewers profile page
- Share tools
- Q/A

These tools will help the user engage with ratings and reviews and prompt them and others to buy products after reading useful content.

There are no reviews for this product.

When a product has no reviews there is no CTA to encourage the user to comment like the Desktop site.

There is no information at the top of the page to say the product includes a John Lewis Partner Review.



HarryShelmerdine



**Hidden wash**

Posted 25 July 2011

A washing machine Disguise. For those of you who like everything hidden away behind cupboard doors. Has a relatively high spin speed of 1400 rpm. the only disadvantage is the washing machine has a smaller capacity but this is a disadvantage which comes with integrated washing machines. If you find washing machines unsightly in the kitchen, this is the solution for you.

Expert review shows only the persons picture.

The visual design is not different from the normal comments like the Desktop site. There is no title to say the comment is from John Lewis Expert partner. User will not recognise this is an expert review and might not read the comments which could've persuaded them to buy the product.



# Ratings and Reviews (Competitor)

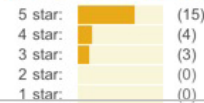
Amazon's review appear on a separate page with a link back to the main product page. A small image and product title is at the top so user can see which product the reviews are about. This reduces the height of the page and puts the focus on reviews without confusing with product details.



The comments can be further sorted by star ratings, most helpful or Newest first. This gives the user a lot of control over the reviews.

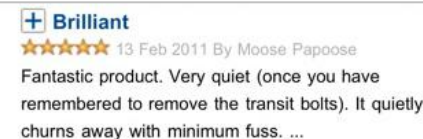


## Customer Reviews ★★★★★ (22)



A summary at the top shows all the different types of star ratings and number of reviews. The information is also visually interesting and easy to scan.

This gives the user a snapshot of how well other customers rate this product.



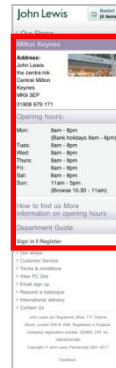
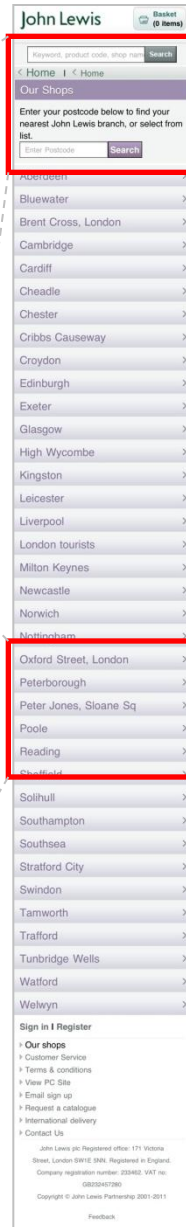
Each review is truncated to 3 lines, if the user wanted to see more content they press the plus sign which expands the whole review. This is useful as it reduces the height of the page as some comments can be very lengthy.

# Store locator

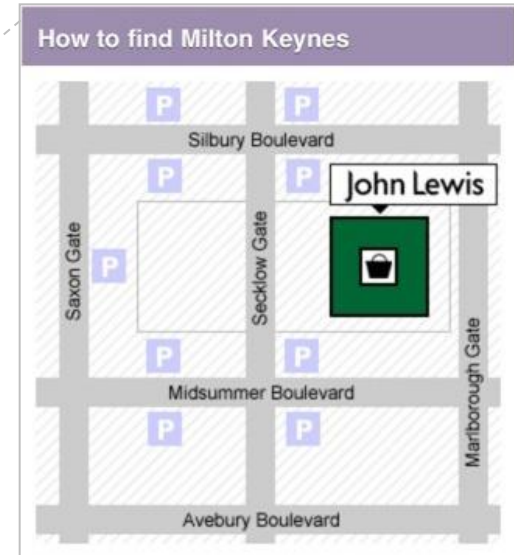
There are two search fields on this page. The main search can be removed to avoid confusion.

Entering a postcode returns a list of stores located near that area. This is useful for users who don't know stores close to where they live.

All John Lewis stores are listed alphabetically make it easy for users who know the location but require further store details.



Clicking on a location shows the picture of the store, address details and opening times



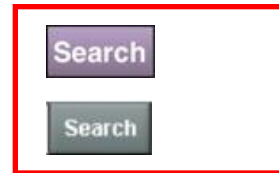
Maps are detailed with parking, tube and train icons. All surrounding streets and motorway numbers are labelled accurately. The John Lewis store is prominent placed on the map. The user will find the store quickly as the map is simple and easy to read.

# Visual Design

## Buttons



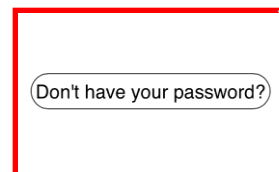
The buy now button does not use a vibrant color and the text inside it is not sharp. The call to action suggestions the item is going to checkout when it is only being added to the basket. Brighter colors could be used so the button stands out. The CTA could be changed to 'Add to basket' like the Desktop site.



Search buttons are different color for main site and the shop pages. The text inside them is pixelated and not sharp.



Email a friend and change button have low contrast and are hard to read on lighter backgrounds.



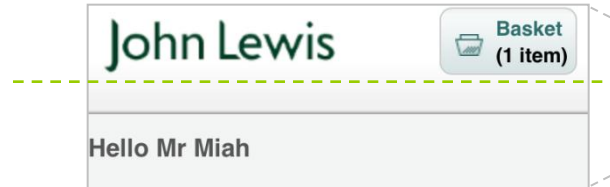
This button has no visual treatment and looks different from all other buttons.

# Visual Design

## Header design

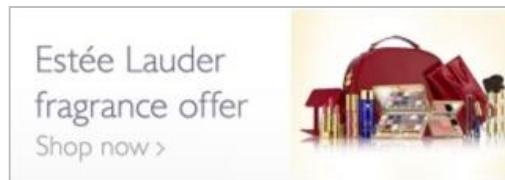


Small alignment changes such as centralizing the logo and basket module could create a cleaner design. At the moment there is too much space below the header.



In the logged in state the users name is randomly place on the left hand side with no spacing.

## Home page hero module



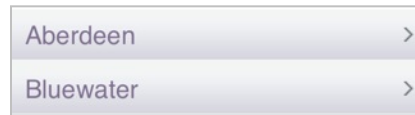
It is hard to tell what the picture is as it is very small size. Users may be reluctant to click through not know the product is.



In this picture the TV as similar colored background and hard to tell what what the product is. The copy does not say how much money users will save with Samsung. The words could be changed to make a stronger CTA increasing click through.

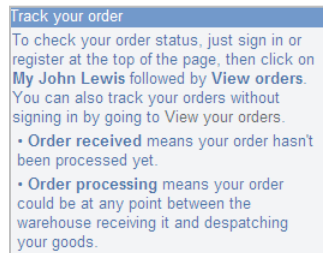
# Visual Design

## Navigation buttons



In the shop section the navigation buttons turns to purple it looks like a different site when the shop pages are part of JL.com

## Text and background colors



The copy on the John Lewis customer service page is badly formatted and could be improve with color and spacing.

Brand	John Lewis
Digital display	Yes
Dimensions	H85 x W60 x D60cm (D64cm including controls)
Energy consumption	1.02kWh/cycle
	Amount of electricity used. The lower the figure, the less electricity used
Energy Rating	A+
	Graded on performance A++ - G, with A++ being the highest grade
Finish	White
Guarantee	FREE 3 year guarantee, extend to 5 years
	£75

On the product detail page text is small on a grey background, there isn't enough spacing after each vertical line making it hard to read.

# Visual Design

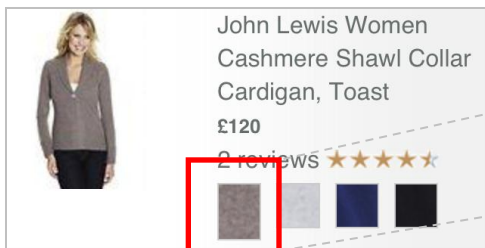
## Product category page



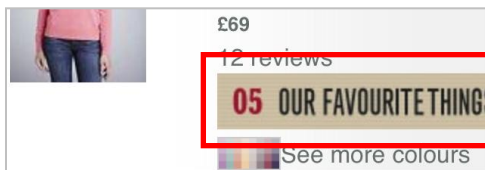
The information inside each product category is close together and reads as one sentence when they actually different pieces of content. The information could be more readable by putting space in the appropriate places.

Although the gradient background helps with separating each background it could be made more obvious as smart phones are often used in dark settings.

Word such as Exclusive are important selling points and does not stand out. This could be improved with a new color.



Some swatches are rectangles when all others are squares, this is inconsistent with the rest of the site.



The 'Our favourite things' banner is too big. It needs to be reduced to size so its readable and fits into the Mobile screen size.



# Product images

Below are a range of products in different sizes as they appear on certain pages. All images are not of a high quality. There are no zoom or alternative images making it difficult to see fine details preventing a user from adding to basket.

