

Smartphone E-commerce

 @customersense

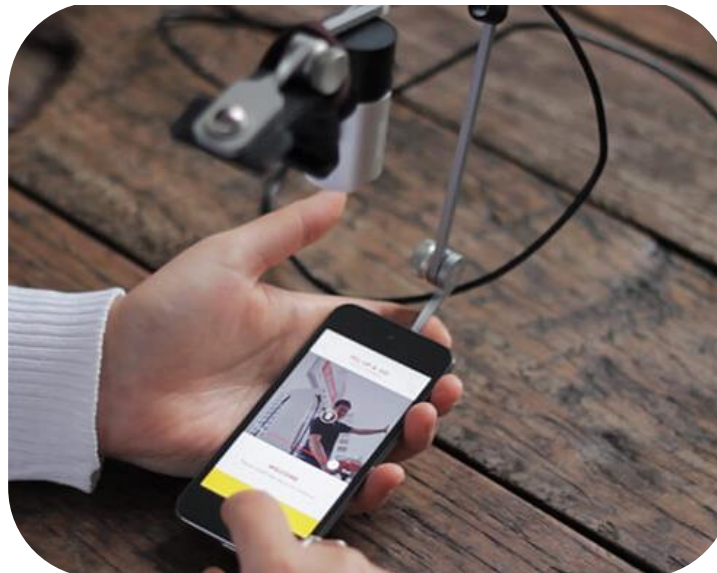
Brugertests med 100 kunder

amazon.com[®]



ASOS
discover fashion online

DEBENHAMS



ebay[™]

John Lewis

Booking.com

H&M

Walmart 

 zalando



Top 10 salgstips til mobilen



Google Mobile (Smartphone) First Index

1.



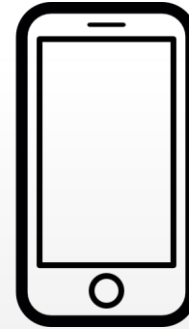
2.



Fordi...

60%

Af **alle søgninger** kommer direkte fra mobile enheder



40%

Af al **global e-handel** kommer direkte fra smartphones



76%

Af alle amerikanere benytter deres smartphone til at **finde frem til fysiske butikker**, når de shopper



Banner Blindness

iPad Pro

Thin. Light. Epic.

[Learn more >](#) [Watch the film ▶](#)



Windows 10. The best
Windows ever.

[Upgrade for free* >](#) [Shop for PCs >](#)

Undgå banner blindness



1. Ingen farvet baggrund
2. Sort tekst på hvid baggrund
3. Blå links – selv Apple bruger dem 😊

Navigation & filtering

Ca. 30% af alle kunder finder aldrig det de leder efter



Søgning

Navigation



29 results for Clothing, Shoes & Jewelry : Men : Clothing : Jeans : Levi's : 32 : 34

Sort by New and Popular ▾

The Short List

Lightweight Linen Suits, Shirts +
More

Top Swimwear, Tees & Tanks

Best Shorts

Brand Spotlight: Original Penguin

Categories

Men

Clothing

Shirts

Fashion Hoodies &
Sweatshirts

Sweaters

Jackets & Coats

Jeans

Pants

Shorts

Active

Suits & Sport Coats

Underwear

Socks

Shoes

Watches

Accessories

Levi's Men's 505 Regular Fit
Jean**\$39.99 - \$68.00** Prime

★★★★☆ ▾ 4,333



Levi's Men's 511 Slim Fit Jean

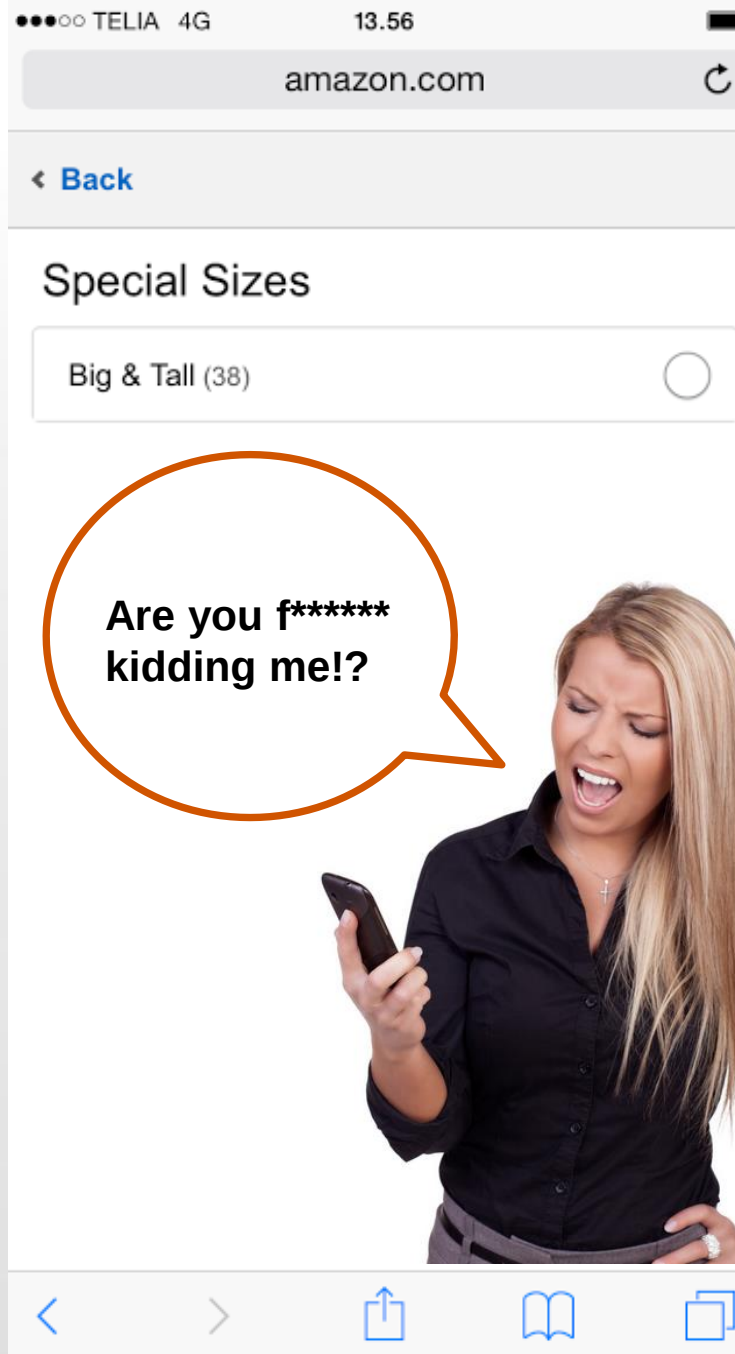
\$21.49 - \$58.00 ~~\$68.00~~ Prime

★★★★☆ ▾ 3,304

Levi's Men's 501 Original
Jean**\$38.90 - \$75.95** Prime

★★★★☆ ▾ 3,702







Men

Q

Mother's Day Savings

Shop by Department

Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account Try Prime Wish List

0 Cart

FREE RETURNS

Amazon Fashion Women Men Girls Boys Baby Luggage Sales And Deals Your

The Short List

Lightweight Linen Suits, Shirts + More

Trending: Stripes

Brand Spotlight: Lacoste

Spring Shirts: Checks, Plaids & Florals

Categories

Men

- Clothing
- Shoes
- Jewelry
- Watches
- Accessories

Shops

Big & Tall

Uniforms, Work & Safety

Surf, Skate & Street

Sales & Deals

20% Off Clothing

20% Off Sandals

Up To 60% Off Outdoor Shoes

See all deals

THE MEN'S SHOP



SPRING ESSENTIAL: BOAT SHOES

See more

CLASSIC COMBINATIONS



WEEKEND-READY WATCHES



TAKE 20% OFF SANDALS

amazon

Search in Men's Fashion

Clothing, Shoes & Jewelry

ESSENTIAL BOAT SHOES

FEATURED CATEGORIES

EASY-WEAR CLASSICS

ACCESSORIES



ATHLETIC SHOES

CANVAS WATCHES



SALES & DEALS

SHOP BY BRAND

FOSSIL

DIESEL

DOCKERS

Klein's

Calvin Klein

COLE HAAN

SPERRY

NIXON

Clothing

Shoes

Jewelry

Watches

Accessories

Big & Tall

Uniforms, Work & Safety

Surf, Skate & Street

See All Men



Sort By



Refine

New In: Clothing
384 styles



£14.99

New Look Chinos in Skinny
Fit



£14.00

ASOS T-Shirt With Cut And
Sew Triangle

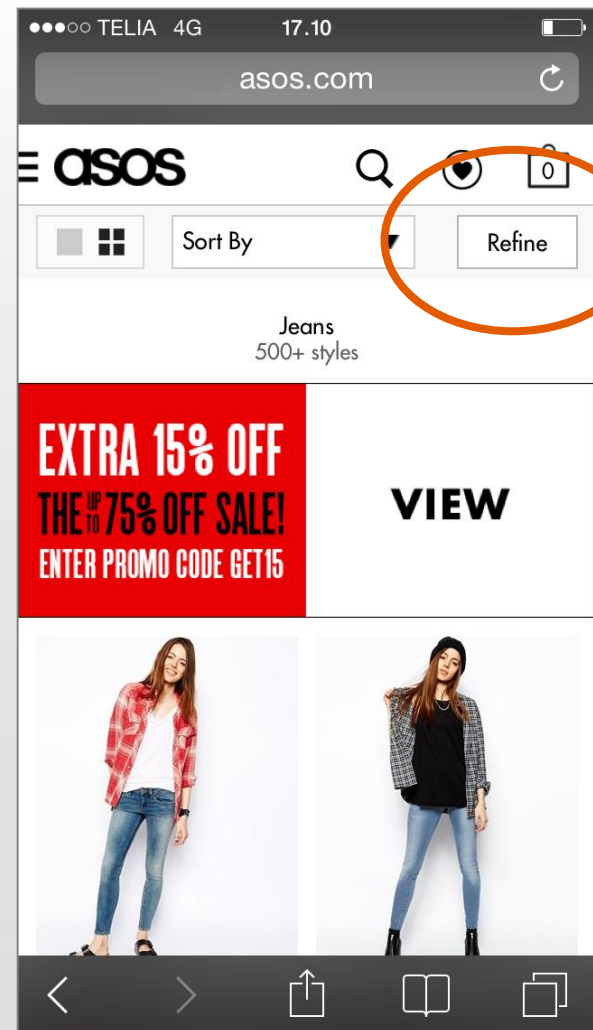
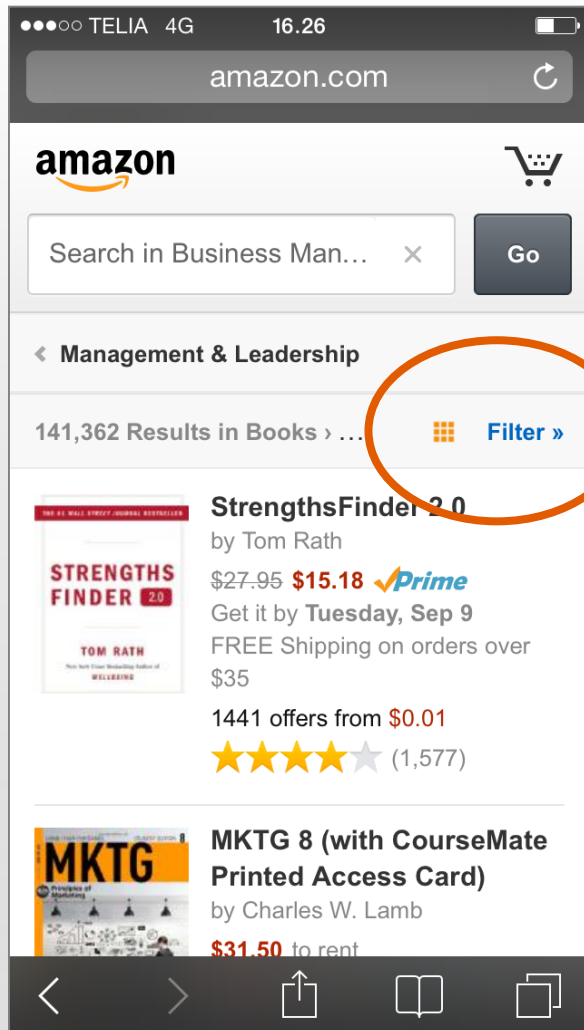


**This is pretty simple – pretty
intuitive to use, actually!**

Og det er nok den bedste
løsning i verden lige nu...



FILTREERING af produkter



Søgning



Møbler × >

Start Produkter Huskeliste Varehuse

Søgeresultater for "Møbler", 1.987 match

Filtrér

Alle farver

Pris

3

14176

Ok

Ryd filter

Relevans

☐ Kan købes online



TÄRNÖ

Bord + 2 stole, ude

269.-/stk.



ASKHOLMEN

Bord + 2 stole, ude

499.-/stk.





Shopping Tools

Personen als gids te volgen

- Please take:
- Shopping Guide
 - Sign Message
 - Map
 - Plan

2nd floor - SHOWROOM



1st floor - MARKETPLACE



LIVING ROOMS

WOLFF

IKEA

IKEA

amazon.com



fur



fury

furniture

furminator

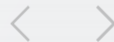
furby

bedroom furniture

furla

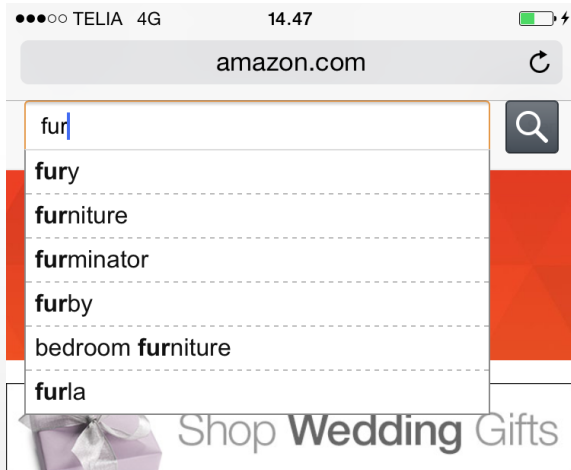
Shop **Wedding** Gifts

Best-Selling VoIP



OK





Fat Finger Syndrome

amazon.com



fur



fury

furniture

furminator

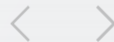
furby

bedroom furniture

furla

Shop **Wedding** Gifts

Best-Selling VoIP



OK





furniture



Go

5,187,635 Results



Filter »

**Intex Pull-out Sofa Inflatable Bed,
76" X 91" X 28", Queen**

by Intex

~~\$74.99~~ **\$58.92** ✓ PrimeGet it by **Monday, Feb 23**

FREE Shipping on orders over \$35

27 offers from **\$54.21****Large Corner Wall Mount Shelf**

by Danya B

~~\$39.99~~ ✓ PrimeGet it by **Monday, Feb 23**

FREE Shipping on orders over \$35

27 offers from **\$33.50****Bobkona Hungtinton
Microfiber/Faux Leather 3-Piece
Sectional Sofa Set, Saddle**

< [Back](#)

To sort and filter, pick a department first.

Department >
Any Department

Free Shipping by Amazon ☐

Filters

International Shipping >

Furniture Material >

Sofa Type >

Brand >

Kitchen & Dining Product Material >



◀ [Back](#)

Sofa Type

Sectional Sofas

☐

Love Seats

☐

Sleeper Sofas

☐

Settees

☐



furniture



Go

2,949 Results in Home & Kitc...

[Filter »](#)**Sheek Black 5-inch Full-size Plush
Futon Mattress Sofa Living Room
Furniture Decor...**

by Mainstays

\$125.8718 offers from ~~\$120.99~~**King's Brand Beige Fabric With
Adjustable Back Klik Klak Sofa
Futon Bed Sleeper**

by King's Brand

~~\$499.99~~ **\$138.44**  Prime (3-5 days)

FREE Shipping on orders over \$35

**Coaster Futon Sofa Bed with
Removable Arm Rests, Brown
Vinyl**

Ratings

Sony 55" 3D Smart LED-TV KDL-55W805BBN

KDL55W805BBN



På nettlager (100+)



Sammenlign

9 995[Spesikasjoner](#)

- Full HD 3D Smart LED-TV
- One Flick Entertainment
- Energiklasse: A++

Samsung 50" LED-TV UE50H5005XXE

UE50H5005XXE



På nettlager (100+)



Sammenlign

3 995[Spesikasjoner](#)

- 50" LED Smart TV
- Full HD-oppløsning
- Enkel autoinstallering

Sony 48" Smart LED-TV KDL-48W605BRAE



[Min side](#)
[Finn butikk](#)
[Kundeservice](#)

**Søk**

Elkjøp » TV, lyd og bilde » TV » Samsung 50" LED-TV
UE50H5005XXE

Samsung 50" LED-TV UE50H5005XXE

Varekode: UE50H5005XXE ☐ Sammenlign



Minimum 80%



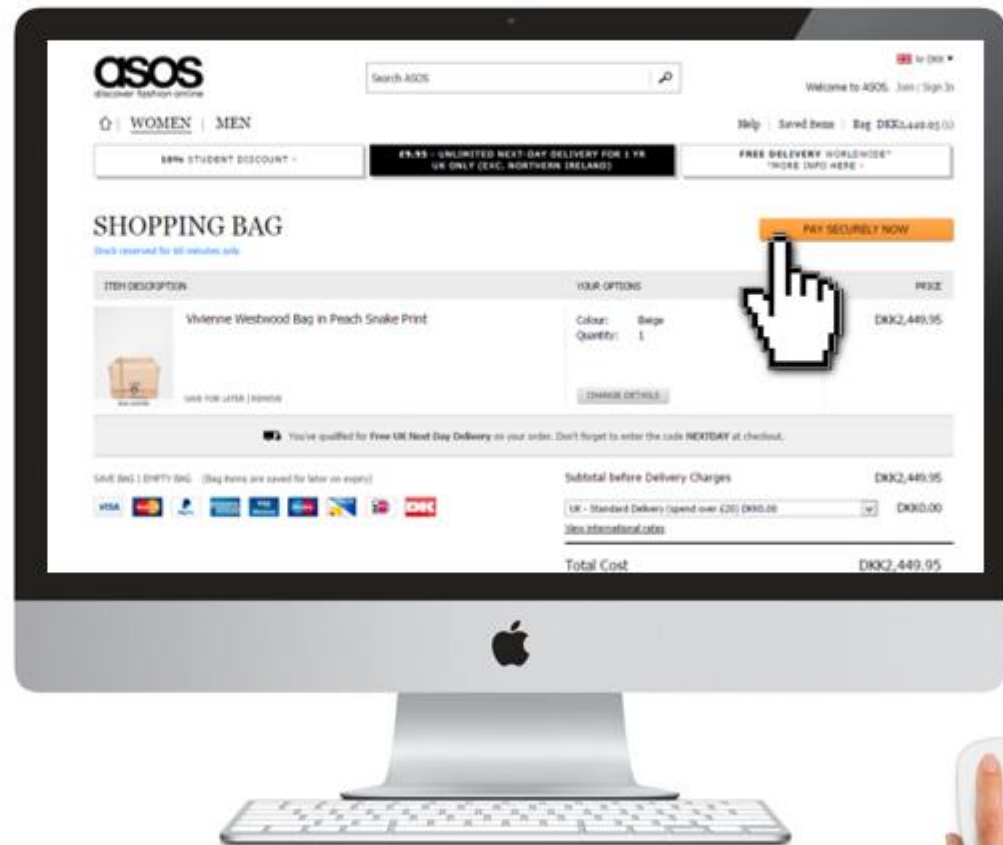
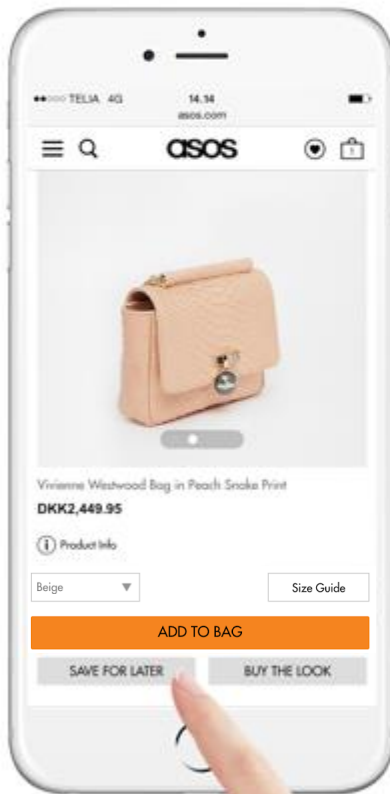
Gem til senere

June 1st

June 15th

10 am – “Save for later”

9 pm – Buys it from her computer



Indkøbskurv

71% forlader indkøbskurven

3 primære grunde:

1. For høje leveringsomkostninger
2. Ikke klar til at købe
3. Sammenligner priser på tværs af sites

Kilde: Forrester Research

Proceed to checkout

Customers Who Bought Items in Your Cart Also Bought



Universal Principles
of ...



91 reviews

\$17.21



Picture This: How ...



92 reviews

\$8.95



Think
2nd ..



158 re

\$14.1

Continue shopping



TOP OF PAGE

Cart (2)

Find a Wish List or Registry



Meny

Søk



Handlevogn

Shop videre

Til kassen



Nike Performance

FLEX 2015 RUN - Løpesko med
demping - black/white

Størrelse: 42 (8.5)

Farge: sort

1



799 kr

Levering:

0 kr

Total sum:**799 kr**

inkl. mva.

**Forventet levering med Mypack: Innen 3–7 virkedager
(avhengig av landsdel)**Ved forhåndsbetaling: 3–7 virkedager etter at vi har mottatt
betaling.

Shop videre

Til kassen



**Få dine kunder
tilbage med
personalisering**

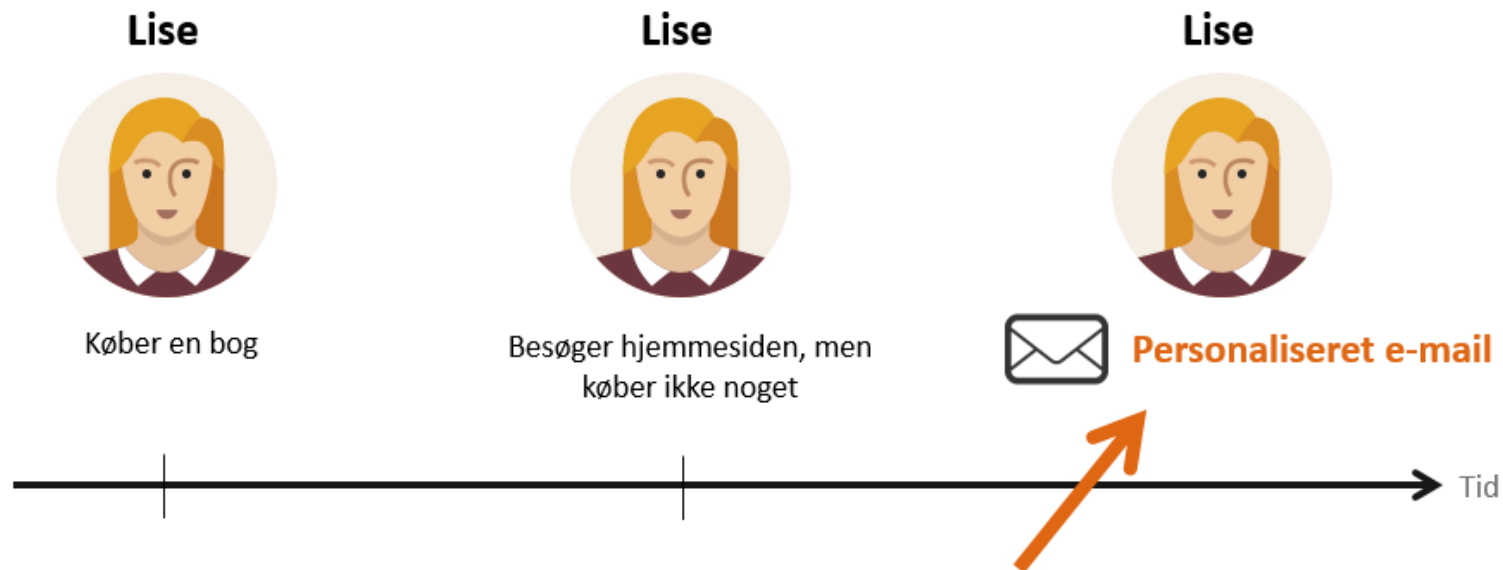




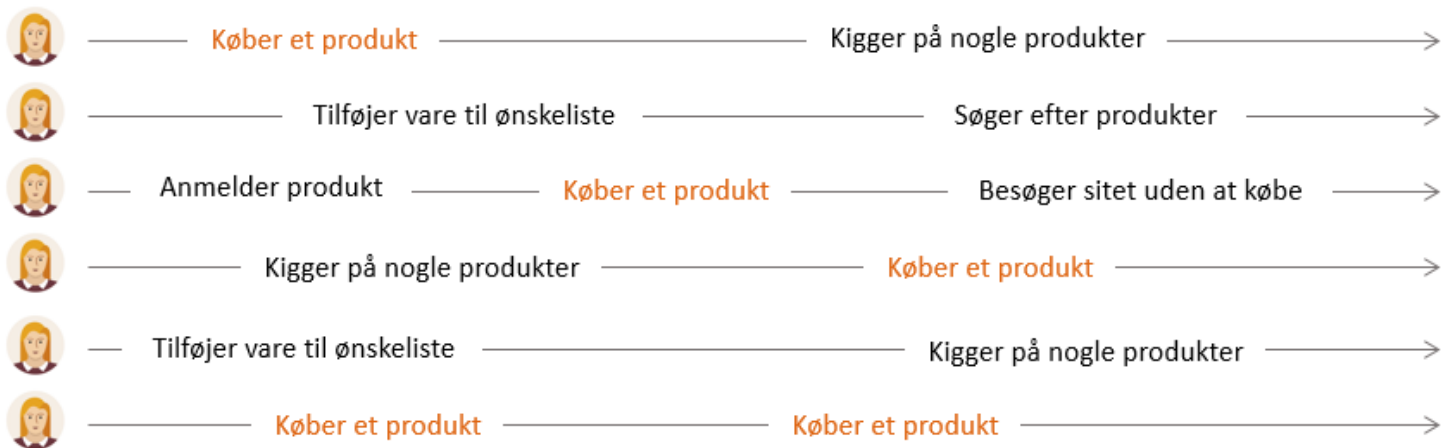
En web shop med personalisering

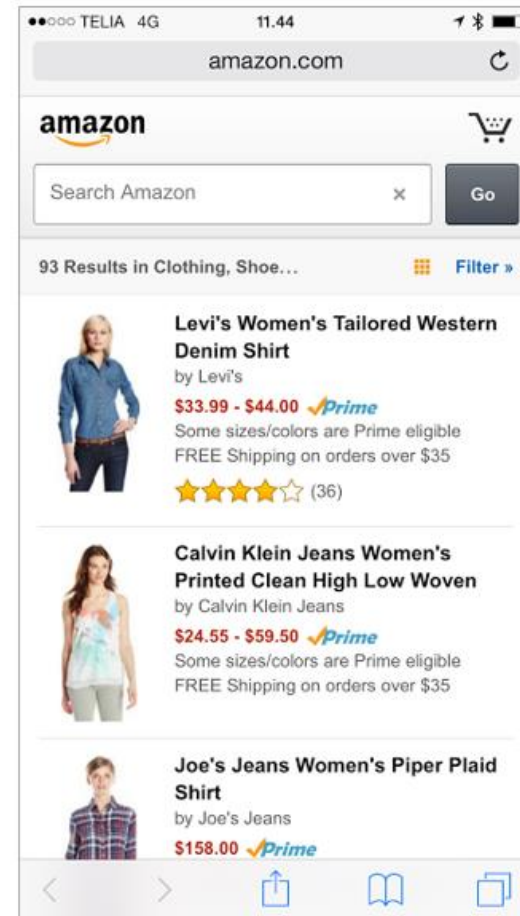
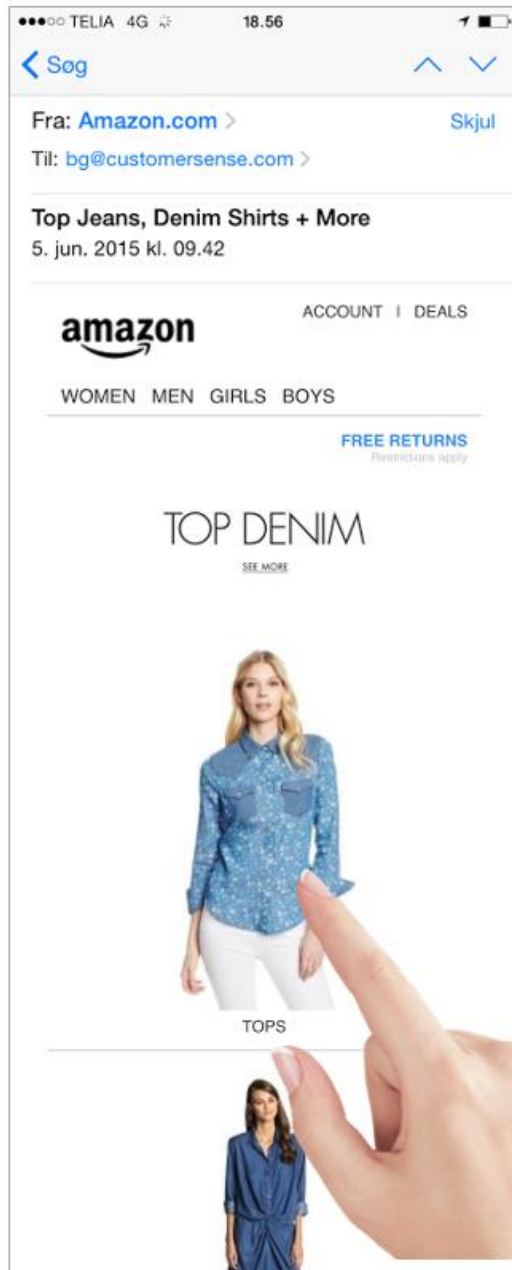
Hun kan sikkert godt lide denne, fordi sidst købte hun....





Andre kunder der minder om Lise:





< Søg



Fra: [Amazon.com](#) >

Skjul

Til: bg@customersense.com >

Mobile Usability

22. dec. 2015 kl. 10.40



[Your Amazon.com](#) | [Today's Deals](#) | [See All Departments](#)

Benjamin Gundgaard,

Based on your recent visit, we thought you might be interested in these items.



[Mobile Usability](#)
Jakob Nielsen, Raluca Budiu
Price: **\$19.24**

[Learn more](#)
[Add to Wish List](#)



[Lean UX: Applying Lean Principles to Improve User Experience](#)
Jeff Gothelf, Josh Seiden
Price: **\$18.74**

[Learn more](#)
[Add to Wish List](#)



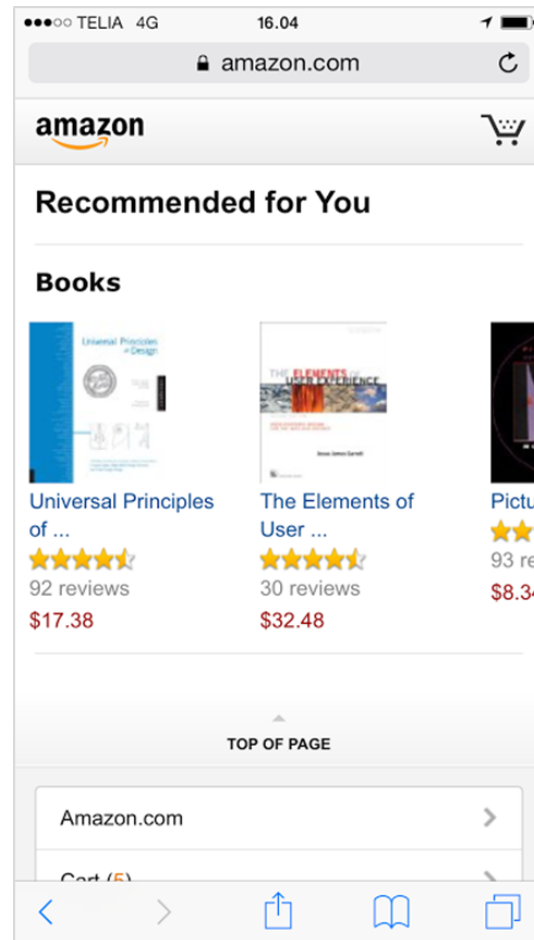
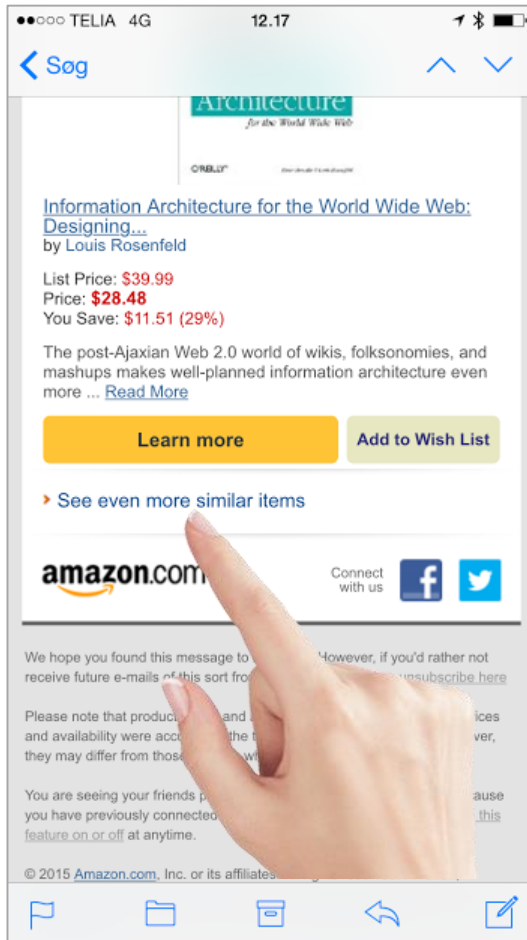
[Prioritizing Web Usability \(Voices That Matter\)](#)
Jakob Nielsen, Hoa Loranger
Price: **\$31.86**

[Learn more](#)
[Add to Wish List](#)



[Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and...](#)
Steve Krug

[Learn more](#)
[Add to Wish List](#)



Top 10 tips

1. Gør din hjemmeside klar til Google Mobile First Index **NU**
2. Undgå "Banner blindness" (Apple)
3. Byg en smartphone optimeret hjemmeside – ikke "kun" responsiv
4. Lav effektive filtre (ASOS)
5. Gør din "Filter" knap meget tydelig (navigation og søgning)
6. Byg en god "Type ahead" søgefunktion (Amazon)
7. Vis kun ratings i produktoversigter, hvis 80% har kundeanmeldelser
8. Indsæt "Gem til senere" funktioner på produktsider (ASOS)
9. Design din indkøbskurv unikt til mobilen (adaptivt design)
10. Benyt personalisering til at fastholde dine kunder (Amazon)

Tak for jeres opmærksomhed

Download et
GRATIS kapitel



- ✓ 204 trin-for-trin guide
- ✓ Skabeloner til en komplet mobil webshop
- ✓ Brugertests for 500.000 kr.

www.smartphone-ecommerce.com

