

Usability & UX:

from

“nice to have”

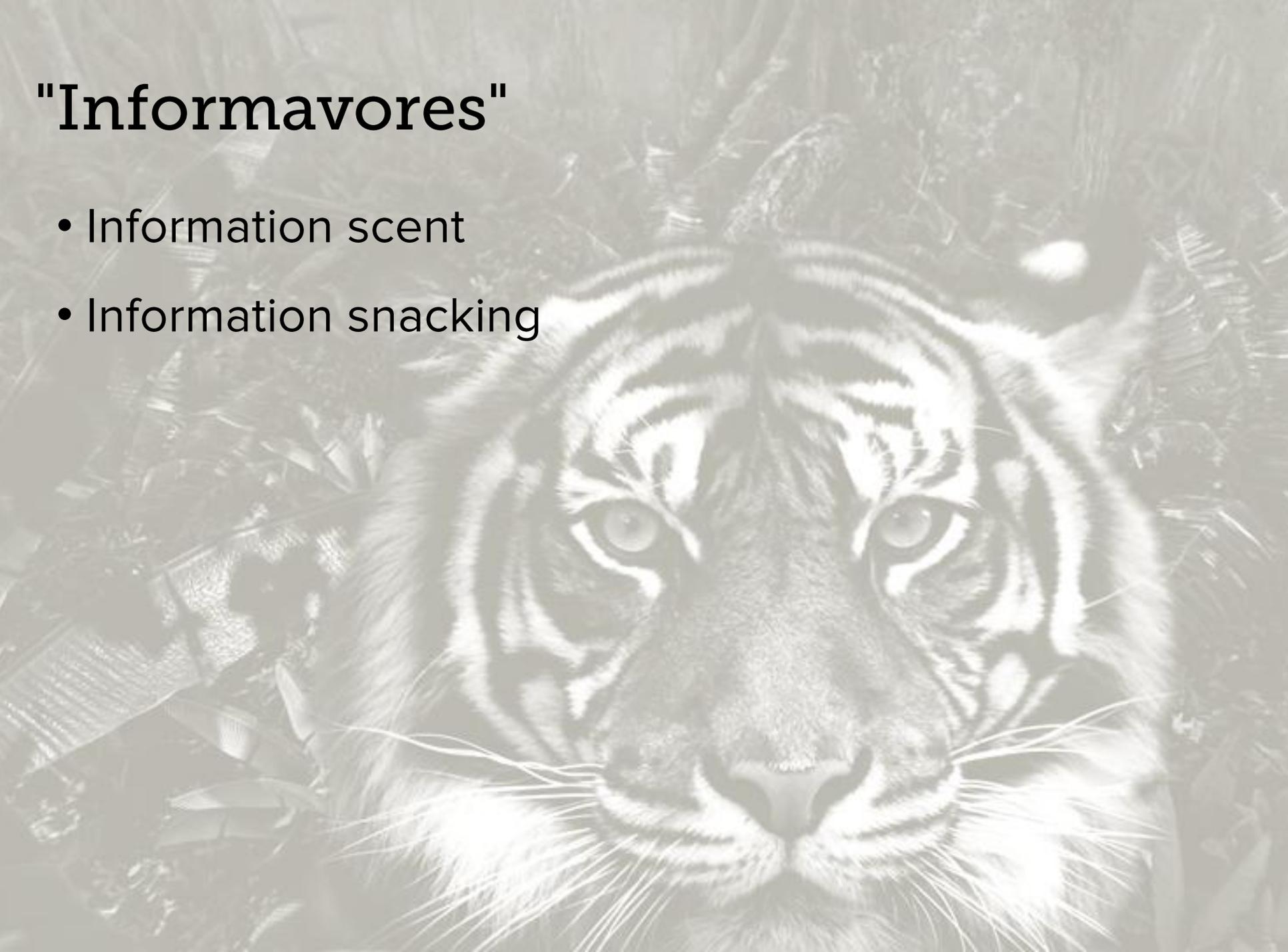
to

“do or die”



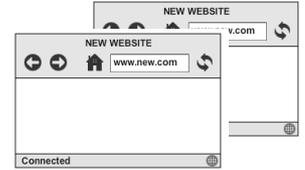
"Informavores"

- Information scent
- Information snacking



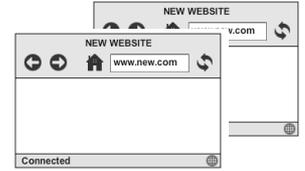
51mil

new websites added
to the Web in 2012



51mil

new websites added
to the Web in 2012



The average web
page became

35%

LONGER



51mil



new websites added
to the Web in 2012

The average web
page became

35%

LONGER



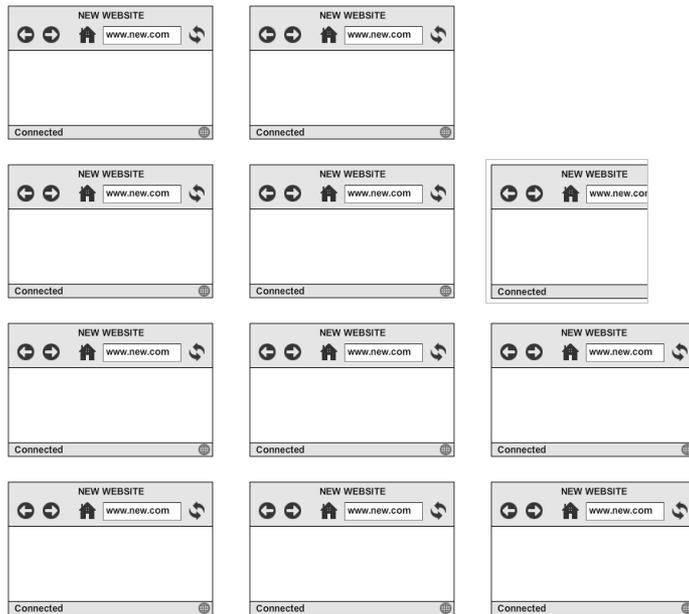
The average web
page became

4%

SLOWER

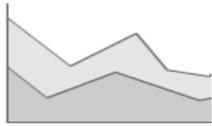


Consumers now consult on average



10.7
sources

before making a **buying decision**



2010

2011

Pages per visit

4.9

4.5

Avg. time on site

5:49

4:50

Checkout
abandonment rate

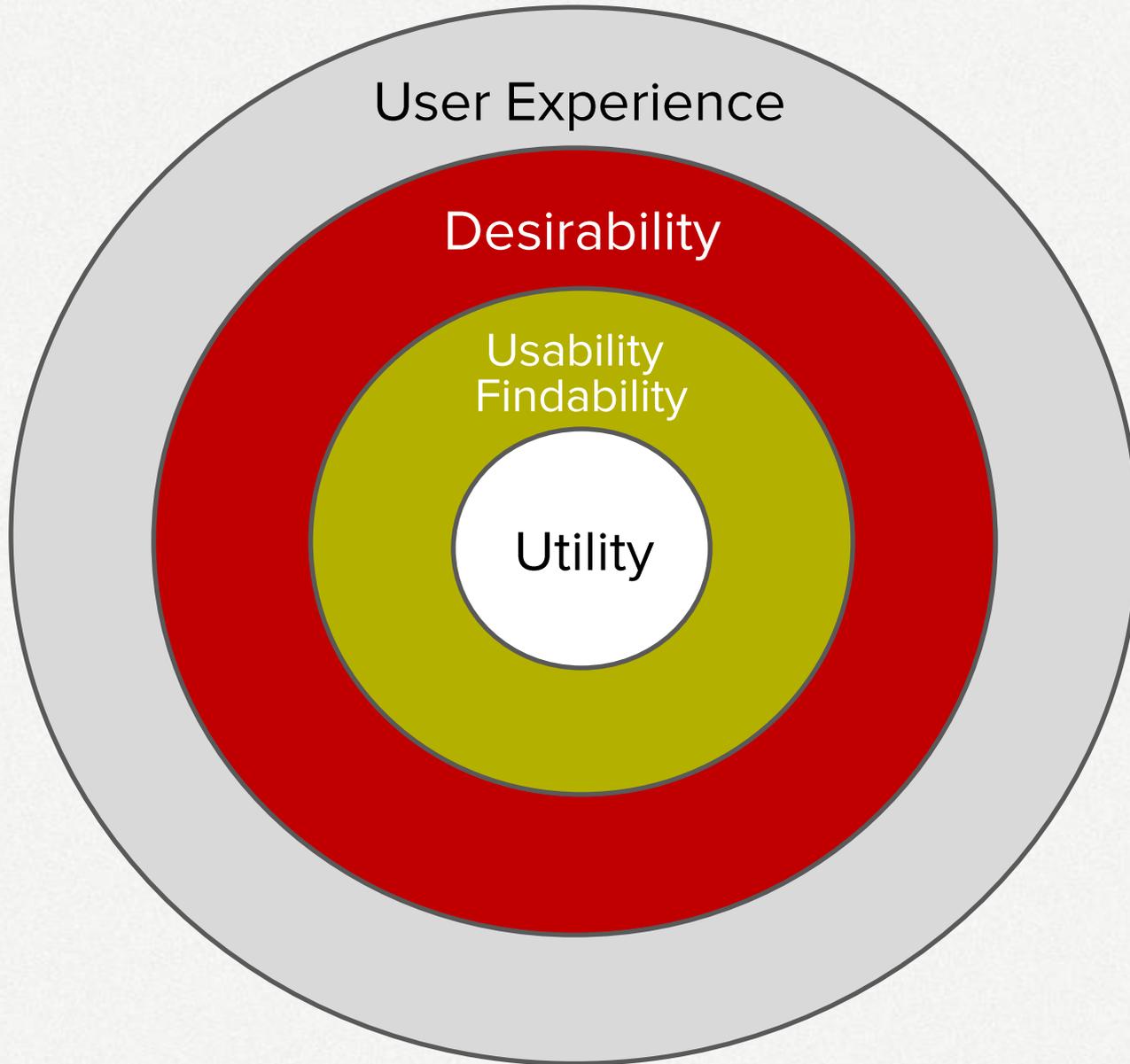
73%

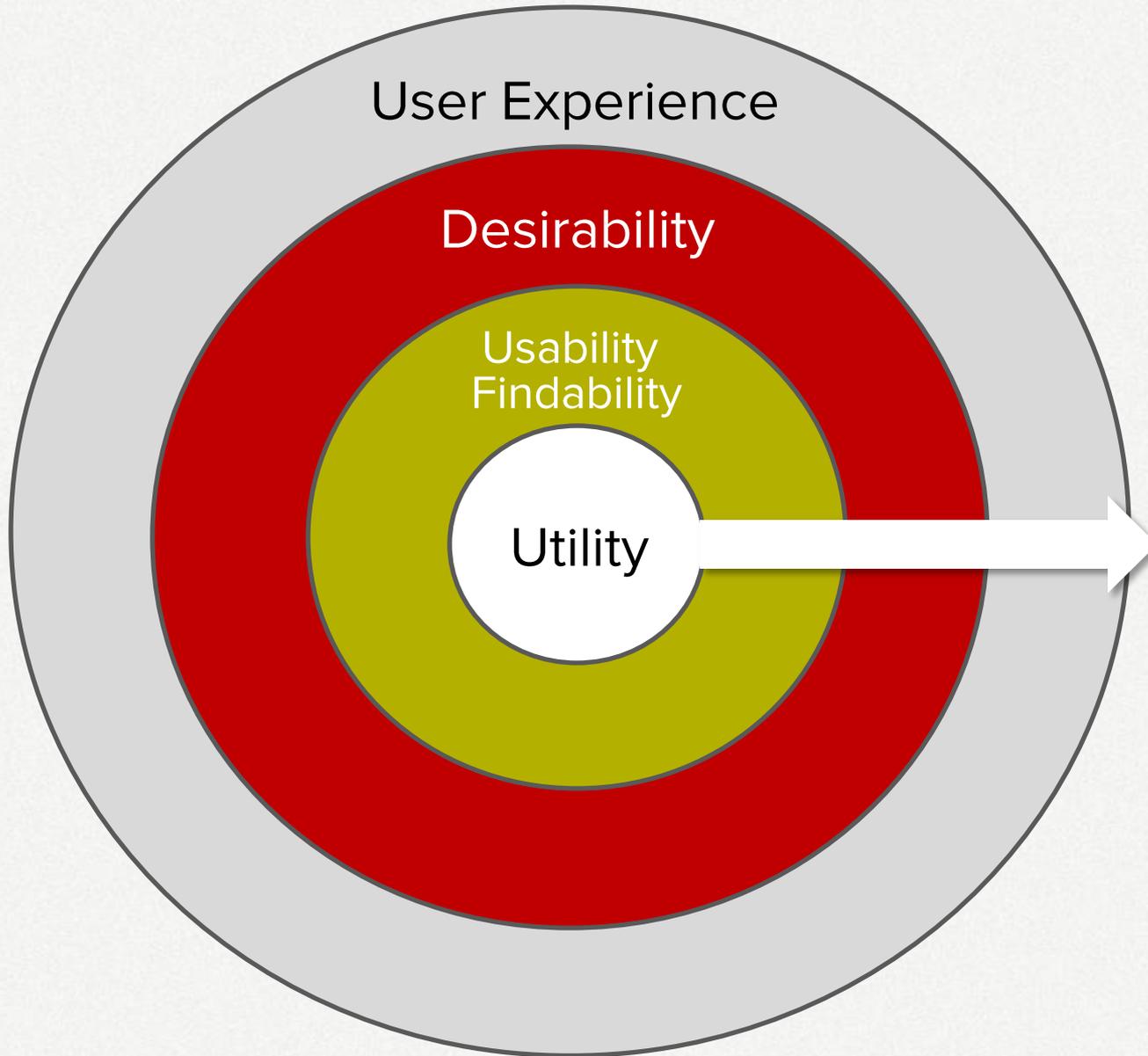
75%



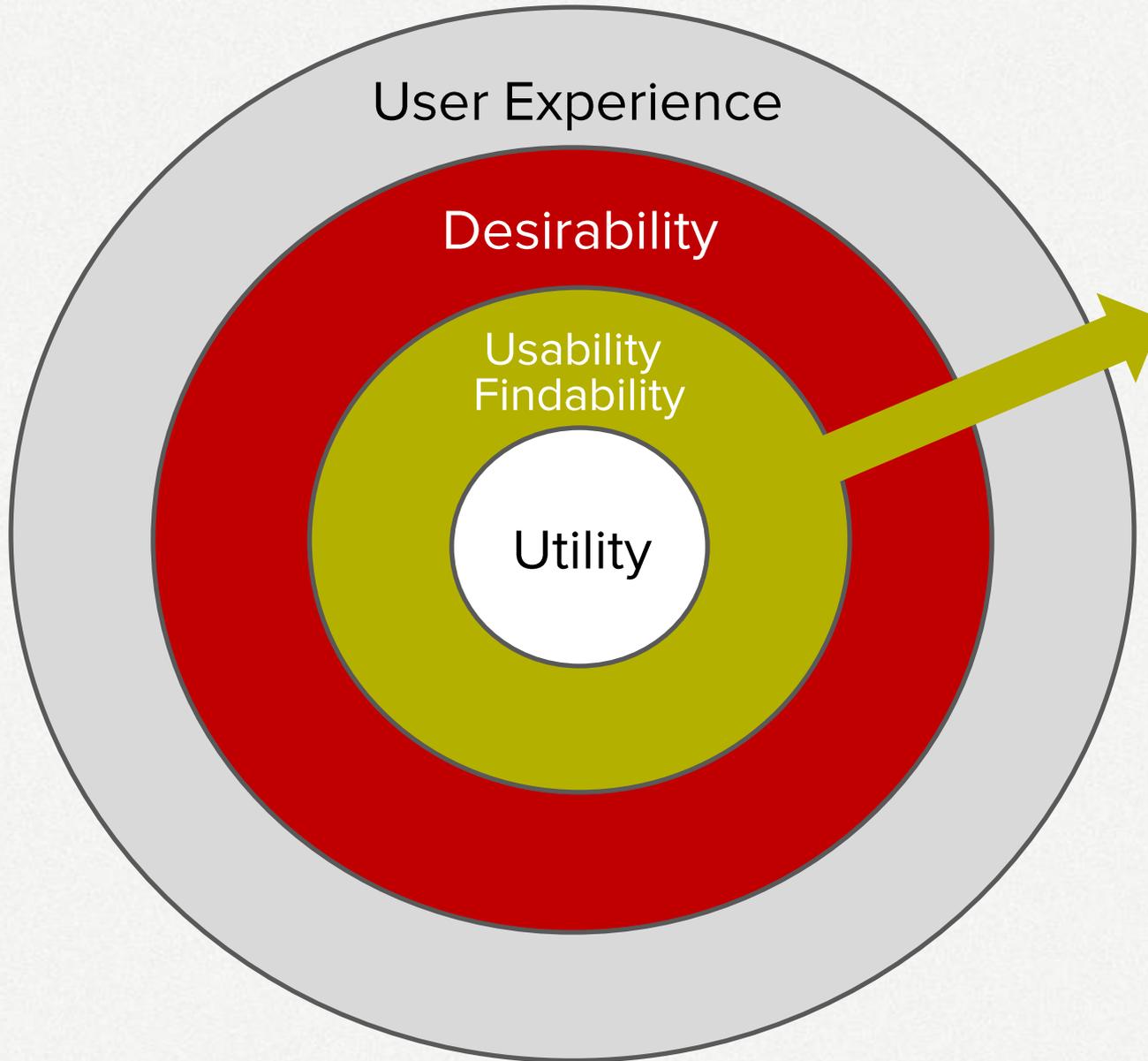
Top reasons for **checkout abandonment:**

- Additional costs, Shipping price too high
- Delivery times too long
- Too much personal information required
- Site requires registration before purchase
- Comparison shopping or browsing
- Changed mind
- Saving items for later purchase
- Checkout process is too long
- Checkout process is confusing
- Checkout requires too much personal information
- Site is unstable or unreliable
- Lack of product information





- Is my offering useful?
- Does it add value?
- Does it meet my users' needs?



- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction

- HCI
- Information Architecture



ZOOM +

VIEW CATWALK >>>>

ASOS Skater Dress with Lace In

€62.89

Loose cut **dress** by **ASOS Collection**. Crafted from lightweight chiffon fabric with a lace insert to the bodice. Features a scoop neckline and cap sleeves with a keyhole detail at the back of the neck, a gathered bodice, a fitted seam at the waistband and a full double layered skirt.

ABOUT ASOS COLLECTION

Directional, exciting and diverse the **ASOS Collection** is designed to inspire and breaks the fashion rules. Scouring the globe for the latest fashion inspiration, our London based Design Team is inspired by the world's most covetable trends; providing you with the latest edge wardrobe season upon season.

First select from 2 colours

Select Size

ADD TO BAG

SAVE FOR LATER

INFO & CARE

DELIVERY



ZOOM +

VIEW CATWALK >>>>

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DELIVERY

Top Aligned

Label:

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One More Label:

Value 1

Value 2



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Longer Label:

Select Value

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Value 2

Welcome Sign in Your bag £880.00 (1 item)

SELFRIDGES & CO

CHECKOUT

1 SIGN IN

2 DELIVERY OPTIONS

3 GIFT BOX

4 SUMMARY

5 PAYMENT



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SELFRIDGES & CO

Welcome Sign in Your bag £880.00 (1 item)

CHECKOUT

1 SIGN IN

Close

4 SUMMARY

5 PAYMENT

1 To place an order, please enter your sign in details. If you don't already have an account, enter your email address to register.

Sign in

Existing customer

Please enter your details below. Remember your password is case sensitive.

Email address or user name

Password

Sign in to Boots.com

[Forgotten password](#)

Register

New customer

Please enter your email address below to register. You can tailor your account to suit you.

Email address

Register for Boots.com



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Longer Label:

Select Value

Even Longer Label:

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Value 1

Value 2

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CHECKOUT

1 SIGN IN

Close X

4 SUMMARY

1 To place an order, please enter your sign in details. If you don't already have an account, enter your email address to register.

Sign in

Existing customer

Please enter your details below. Remember your password is case sensitive.

Email address or user name

Password

Sign in to Boots.com

[Forgotten password](#)

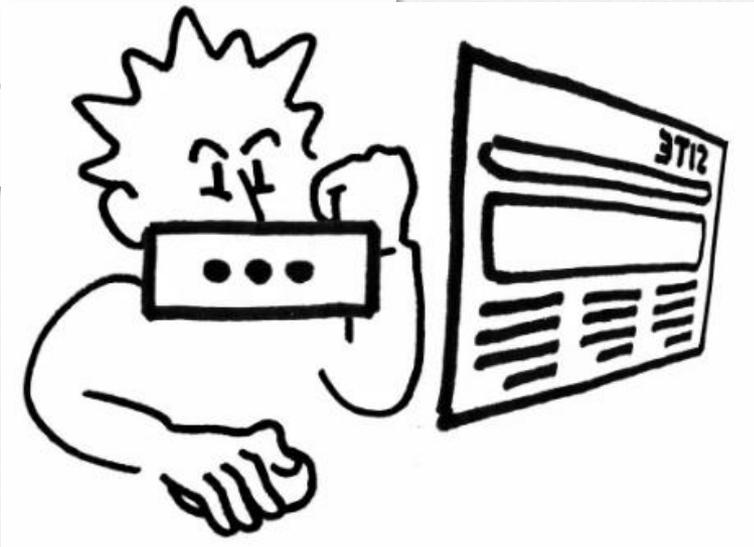
Register

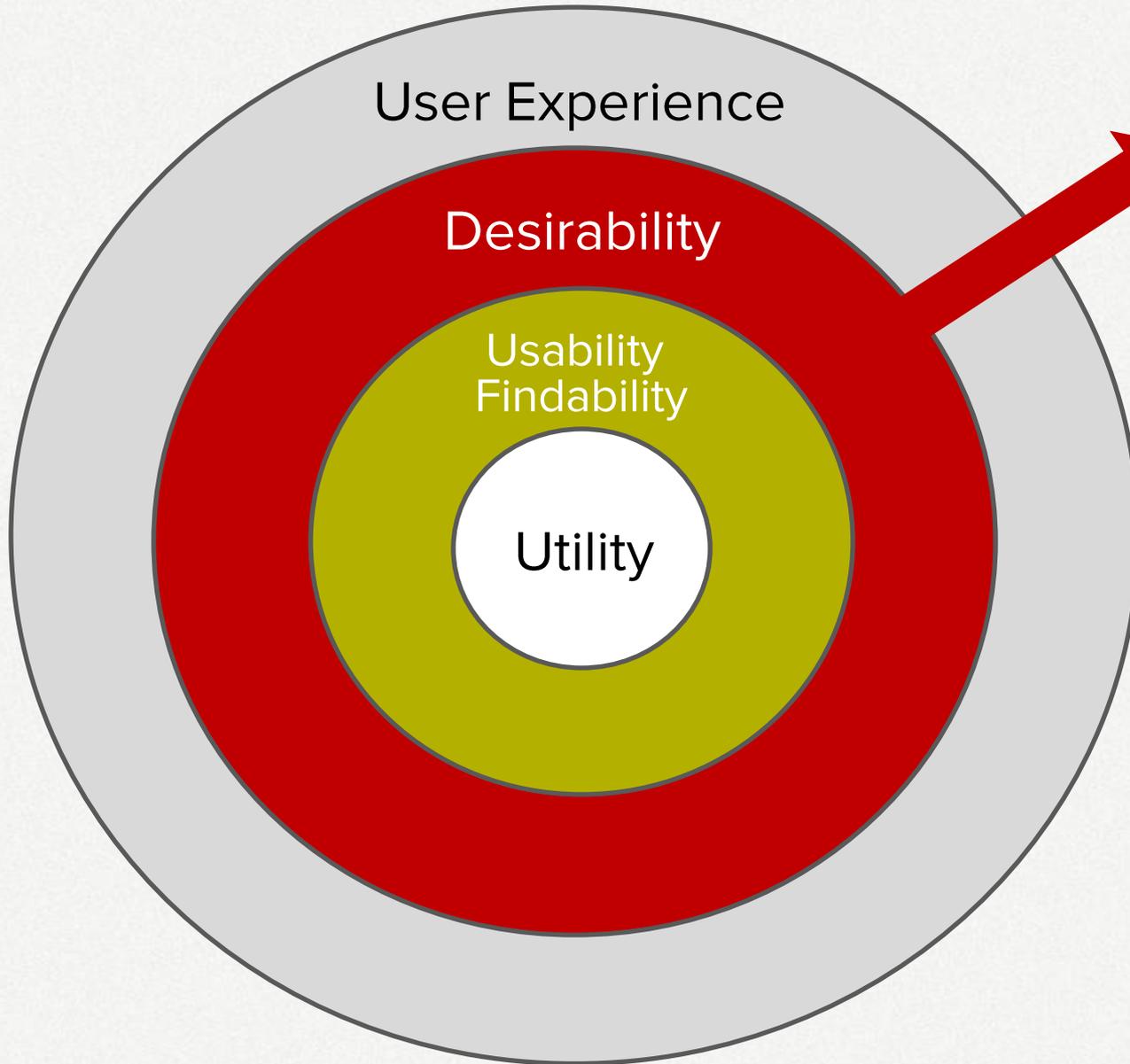
New customer

Please enter your email address below to register. You can tailor your account to suit you.

Email address

Register for Boots.com





- Persuasive Design Tactics
- Game mechanics
- Behavioral Economics
- Psychology

Χρωματιστά Μπωλ Παγωτού (6 τμχ.)

Από γυαλί, με μοντέρνο σχεδιασμό σε 6 διαφορετικά χρώματα! Με παραλαβή ή αποστολή από το P Home Art!

13.9€



 P Home Art

09 : 04 : 31
ώρες λεπτ. δευτ.



Δείτε το!

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95% profile completeness

Complete your profile quickly



Import your résumé to build a complete profile in minutes.

Profile Completion Tips [\(Why do this?\)](#)

Add another position (+5%)

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Δείτε το!



The Montcalm ★★★★★

Γουεστμίνστερ, Λονδίνο • [Εμφάνιση χάρτη](#)

Σε απόσταση μόλις 5 λεπτών με τα πόδια από το Hyde Park, τα καταστήματα της Oxford Street και το σταθμό Marble Arch του υπόγειου σιδηρόδρομου, αυτό το ξενοδοχείο 5 αστέρων διαθέτει μοντέρνο μπαρ και... Αυτή τη στιγμή 12 άτομα βλέπουν αυτό το ξενοδοχείο. [Περισσότερα](#)

Το ξενοδοχείο αυτό μπορεί να είναι σύντομα πλήρες

Πιο πρόσφατη κράτηση: πριν από 10 λεπτά

Κάντε κράτηση

[Superior Δίκλινο](#)

[Δωμάτιο](#)

ΔΩΡΕΑΝ ακύρωση

Μόλις έγινε κράτηση!



€ 1.176,07

Θαυμάσιο, 8.6

Βαθμολογία από 1141 σχόλια

Χρωματιστά Μπωλ Παγωτού (6 τμχ.)

Από γυαλί, με μοντέρνο σχεδιασμό σε 6 διαφορετικά χρώματα! Με παραλαβή ή αποστολή από το P Home Art!

13.9€



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09 : 04 : 31

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Δείτε το!



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[Δωμάτιο](#)

ΔΩΡΕΑΝ ακύρωση

Μόλις έγινε κράτηση!

Θαυμάσιο. 8.6

Business Unit Director

UXlab

March 2012 – Present (1 year 4 months)

UXlab is the leading specialized Usability & UX agency in Greece. UXlab is an Atcom Business Unit.

Get discovered for your work! Add your videos, images, documents...

Or [Upload File](#)

Supported Providers

Portfolios Presentations Photos and videos

UX.lab

User Experience

Desirability

Usability
Findability

Utility

METHODS AND TOOLS

- User testing
- Expert reviews
- Split testing
- Card sorting
- Interviews
- Contextual inquiries
- Usability studies
- Advanced analytics

WHY USABILITY?

UX.lab 

- Increase conversion rates
- Enhance brand experience
- Encourage customer loyalty
- Decrease customer support costs
- Keep a positive ROI 😊

spend **15%** of your
development budget

TO **DOUBLE**
YOUR
CONVERSION
RATE

for every **1€** invested
in usability

**EXPECT TO
GET BACK 6€**

Usability & UX:

You can't afford not to!



Find out more!

UX.lab 

Our website:

uxlab.gr

i  digital

My blog:

iheartdigital.gr