

e-conolight.com

UX AUDIT AND RECOMMENDATIONS

RIVERS
agency

SUBMITTED TO

David Ford
*Director of Digital & Web
Operations*

e-conolight 919.407.4733
David_Ford@cree.com

SUBMITTED BY

Lauren Rivers
President

Rivers Agency
919.932.9985
lauren@riversagency.co
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INTRO

The Ask	P. 4
Our Approach & Process	P. 5

SUMMARY OF AUDIT

Best-in-Class E-com Examples	P. 7
Competitor Audit	P. 11
.com Ecosystem Map	P. 14
Key Analytics	P. 16
SWOT Takeaways	P. 18

STRATEGIC FOUNDATION

Personas	P. 22
Task Model	P. 29
User Journey	P. 34
Goal Actions	P. 38
Design Principles	P. 39
KPIs	P. 40

DESIGN RECOMMENDATIONS

Usability	P. 42
Modernity	P. 50
Value	P. 56
Differentiation	P. 66

APPENDIX	P. 74
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Intro

- | THE ASK
- | THE PROCESS

WHAT WAS
REQUESTED FOR
THIS PROJECT

The Ask

To redesign e-conolight.com website so that we remove the barriers to purchase, optimize the checkout flow and provide an overall experience that performs as well as the best-in-class e-commerce websites. *

*Improve engagement and conversion

WHERE WE ARE
AND WHERE WE'RE
GOING

Our Approach & Process

WE ARE
HERE



- What's the state of things?
- What does it all mean?
- What should we do about it?

Summary of Audit

- | BEST IN CLASS EXAMPLES
- | COMPETITOR AUDIT
- | .COM ECOSYSTEM AUDIT
- | KEY ANALYTICS
- | SWOT TAKEAWAYS

BEST IN CLASS:
B&H PHOTO

OBSERVATIONS:

State-of-the-art payment flow and credit card forms

Useful microinteractions and details guide users throughout

Multimedia content and thoughtful nav design on product pages

Top-performing checkout experience according to studies by the [Baymard Institute](#) on usability.

Optimized Checkout Flow

The screenshot displays the B&H Photo Video website interface. At the top, there is a navigation bar with the B&H logo, a search bar, a DealZone banner, and user account options. Below this is a green category navigation bar. The main content area features a breadcrumb trail, a shipping notice, and the product title 'YUNEEC Typhoon H Hexacopter with GCO3+ 4K Camera'. The product image is shown on the left, and the right side contains product highlights, reviews, and options. A floating checkout cart overlay is visible on the right, showing the cart contents, total price, and shipping options.

YUNEEC Typhoon H Hexacopter with GCO3+ 4K Camera
B&H # YUTYPHOONH • MFR # YUNTYBUS

IN STOCK: SHIPPING ONLY
Want it by **tomorrow** in Woburn, MA? Order by 4pm ET w/ **Free Expedited Shipping**.

PRODUCT HIGHLIGHTS

- Designed for Aerial Photo and Video
- Capture Up to 4K Video/12MP Still Photos
- 3-Axis Gimbal Pans Full 360°
- ST16 Ground Station/Transmitter

Show more

★★★★★ Reviews 51 | Q&A 63

Options: Ultrasonic Sensor

Intel RealSense, Wizard Wand, Backpack

Smaller Box | Ultrasonic Sensor

Checkout Cart:

- 1 QTY
- Total \$402.72
- FREE EXPEDITED DELIVERY ON THIS ORDER
- Razer OSVR Hacker Dev Kit v2.0 \$369.89
- Item Total: \$369.89

BEST IN CLASS:
BEST BUY

OBSERVATIONS:

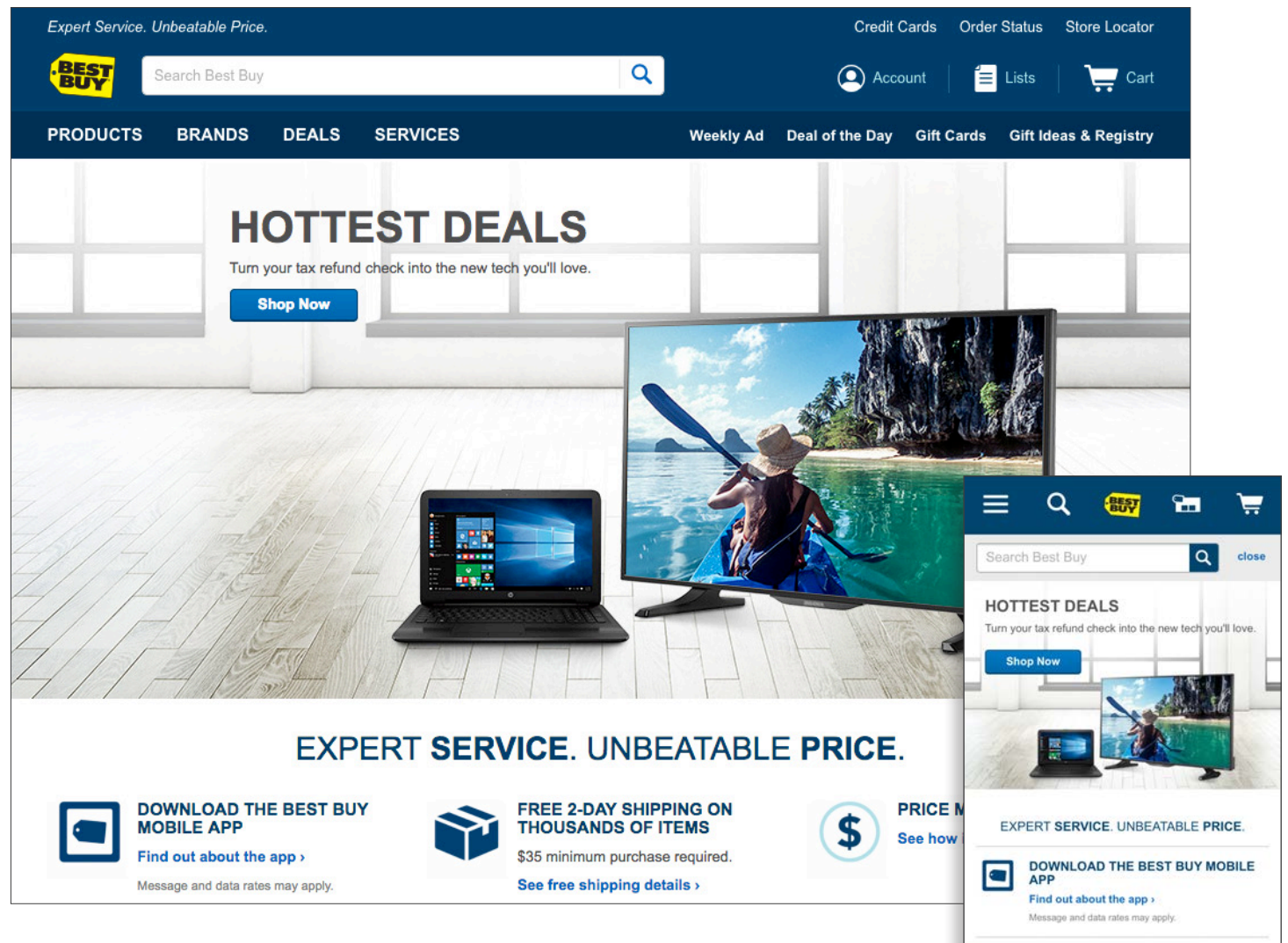
Clean landing experience with rich imagery

Simple, focused navigation

Iconography assists wayfinding and recall

Consistent templates throughout site with clear page hierarchy

Leveraging Visuals & Iconography



BEST IN CLASS:
NITE WATCHES

OBSERVATIONS:

Rich explanatory content with contextual imagery

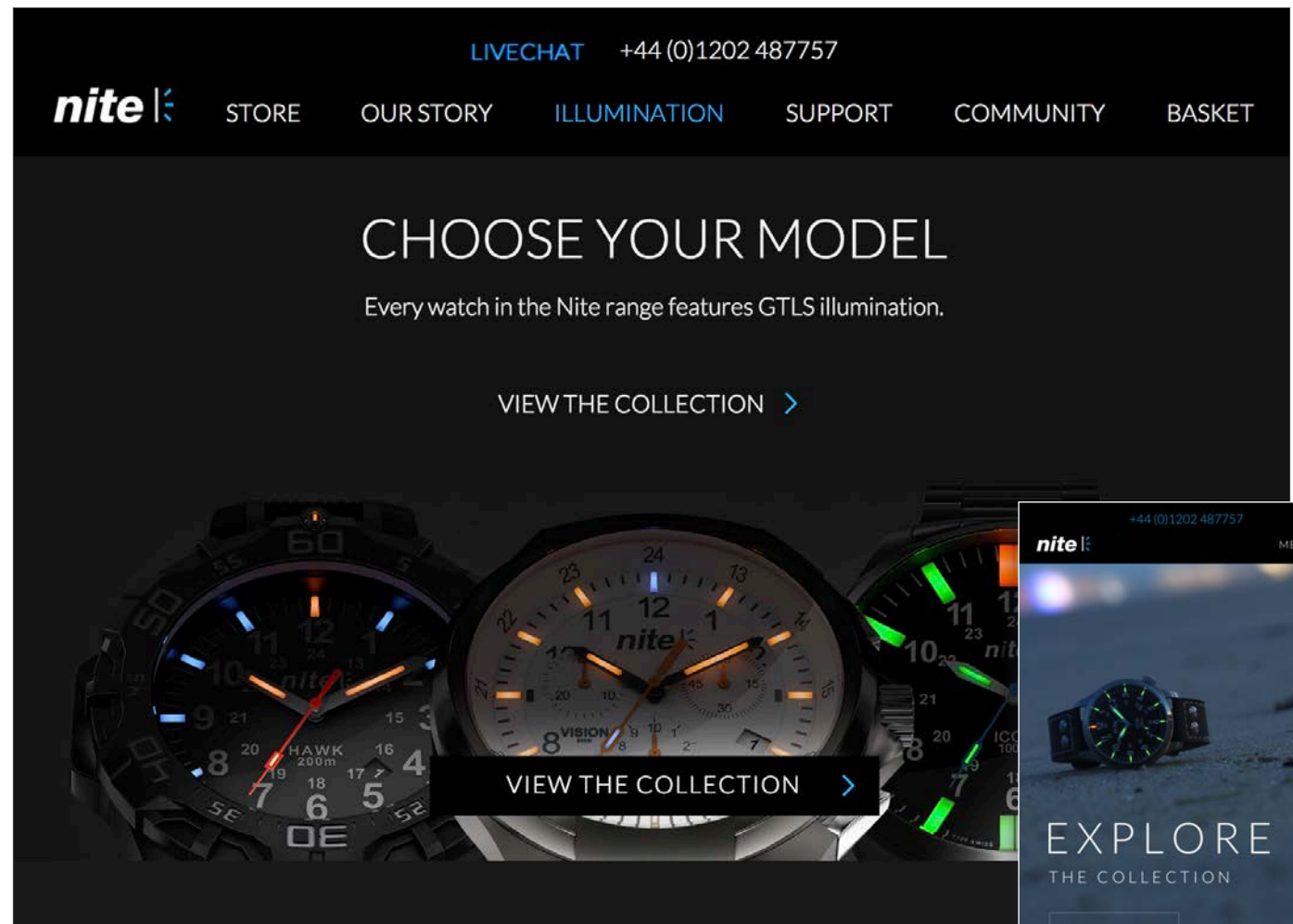
Proprietary product technology

Clear benefits and differentiation articulated throughout

Minimal UI design

Subtle transitions and animation

Demonstrating the Difference



BEST IN CLASS:
VIRGIN AMERICA

OBSERVATIONS:

Fluid, single-page
booking flow

Minimal interface

Memorable branding

Human tone

Voted Best Website
UX of 2016 by the
Webby Awards

Top-rated mobile
app experience

Making Complex Tasks Easy & Fluid

The screenshot displays the Virgin America website's flight booking interface. At the top, there is a navigation bar with the Virgin America logo and links for 'BOOK', 'CHECK IN', and 'MANAGE'. Below this, there are links for 'Deals', 'Flying With Us', 'Where We Fly', 'Fees', 'Flight Status', and 'Flight Alerts'. A 'Sign In' and 'Sign Up' button is also present. The main content area features a search form with the heading 'Where would you like to go?'. The form includes a 'Guests' dropdown set to '1 Adult', a 'From' dropdown set to 'Boston', and a 'To' dropdown set to 'City'. A 'SEARCH FLIGHTS' button is located below the form. A 'Best Fares Guaranteed online' message is visible to the right of the search button. Below the search form, there are three promotional cards: 'Make A Break For It' (featuring a rainbow bridge icon), 'Friends with Benefits' (featuring a Virgin logo and a man's face), and 'Take O...' (partially obscured). A calendar overlay is shown in the bottom right corner, displaying the month of February 2017. The calendar has a balance of \$0.00 at the top. The date February 15th is highlighted with a green checkmark. The calendar grid shows the following fares for each day: 01 (\$365), 02 (\$365), 03 (\$365), 04 (\$417), 05 (\$417), 06 (\$365), 07 (\$365), 08 (\$365), 09 (\$365), 10 (\$360), 11 (\$392), 12 (\$392), 13 (\$365), 14 (\$365), 15 (checked, \$365), 16 (\$365), 17 (\$365), 18 (\$411), 19 (\$417), 20 (\$365), 21 (\$365), 22 (\$365), 23 (\$539), 24 (\$839), 25 (\$941), 26 (\$864), 27 (\$436), 28 (\$365).

The Competition










VS.



Website UX Evaluation

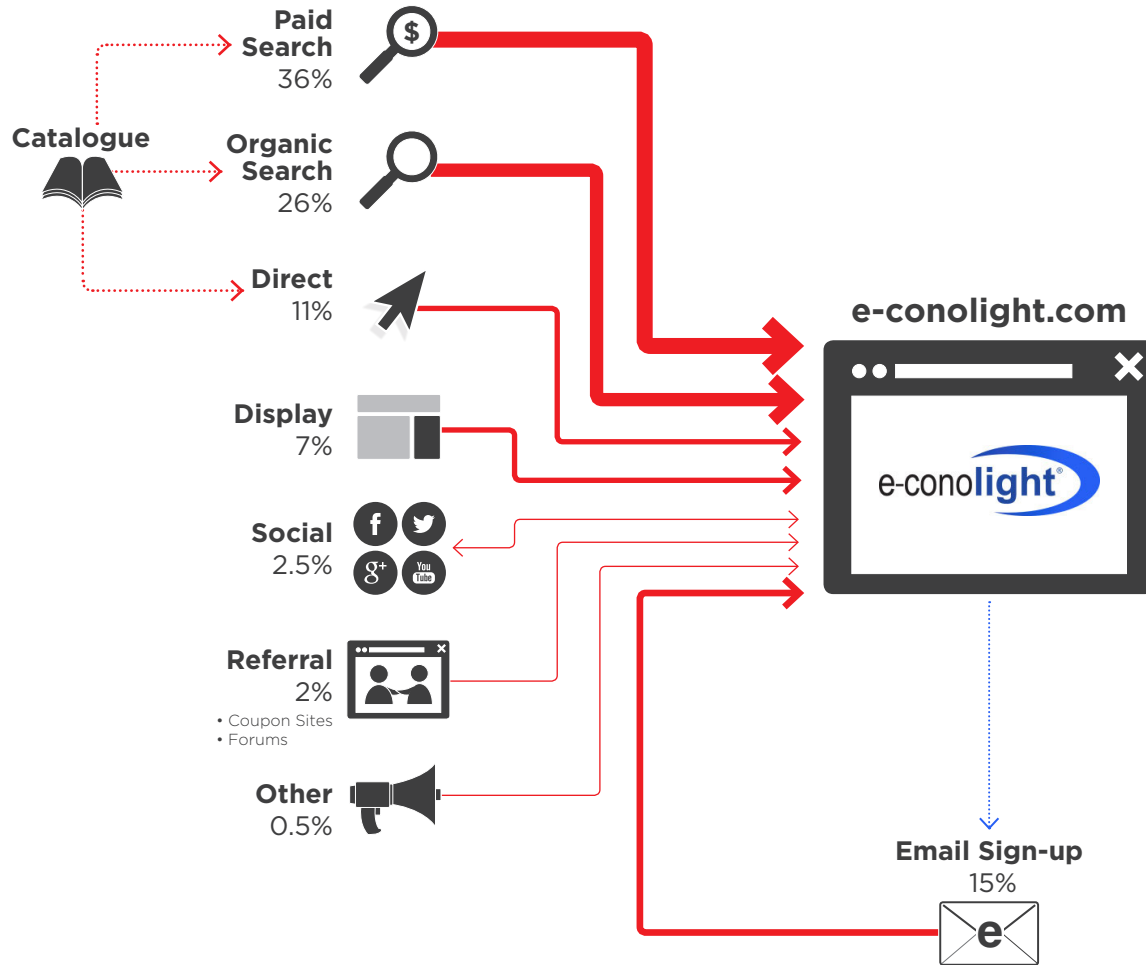
● Poor
 ● OK
 ● Great

COMPANY							
Differentiation	●	●	●	●	●	●	●
Clear Focus & Hierarchy	●	●	●	●	●	●	●
Intuitive Navigation	●	●	●	●	●	●	●
Interface Usability	●	●	●	●	●	●	●
Responsive/Mobile Design	●	●	●	●	●	●	●
Rich Product Pages	●	●	●	●	●	●	●
State-of-the-Art Checkout	●	●	●	●	●	●	●
Modern Aesthetic & Tone	●	●	●	●	●	●	●
Upsell/Cross-sell/Bundle	●	●	●	●	●	●	●
Social Credibility	●	●	●	●	●	●	●
Featured/Deal Incentives	●	●	●	●	●	●	●
Compelling Content/Tools	●	●	●	●	●	●	●
Attention to Detail	●	●	●	●	●	●	●
Trust & Support Features	●	●	●	●	●	●	●
Loyalty Perks	●	●	●	●	●	●	●
OVERALL	Focus on deals. Economical and utilitarian products. Unique features like 360° views & lighting layout tool.	The simplest of all. Just sells lighting with no resource tools or content. Single-page checkout. Points-based loyalty program.	Unique UI & color palette. Heavy on support tools and content. Contextual imagery. Products require customization before adding to cart.	Sells lighting, decor and related goods. No resource tools or content besides selling. Plays to both public and professionals.	Sells toward industrial professionals. Very utilitarian. Many professional resource links. Unique Autoreorder feature.	More than lighting. Home "project" focused. Best-in-class UX. Thoughtful microinteractions and attention to detail.	More than lighting. Focused most on nonprofessionals and is creative/decor driven. Thoughtful upsell/cross-sell offerings.

How They Compare



e-conolight.com Ecosystem

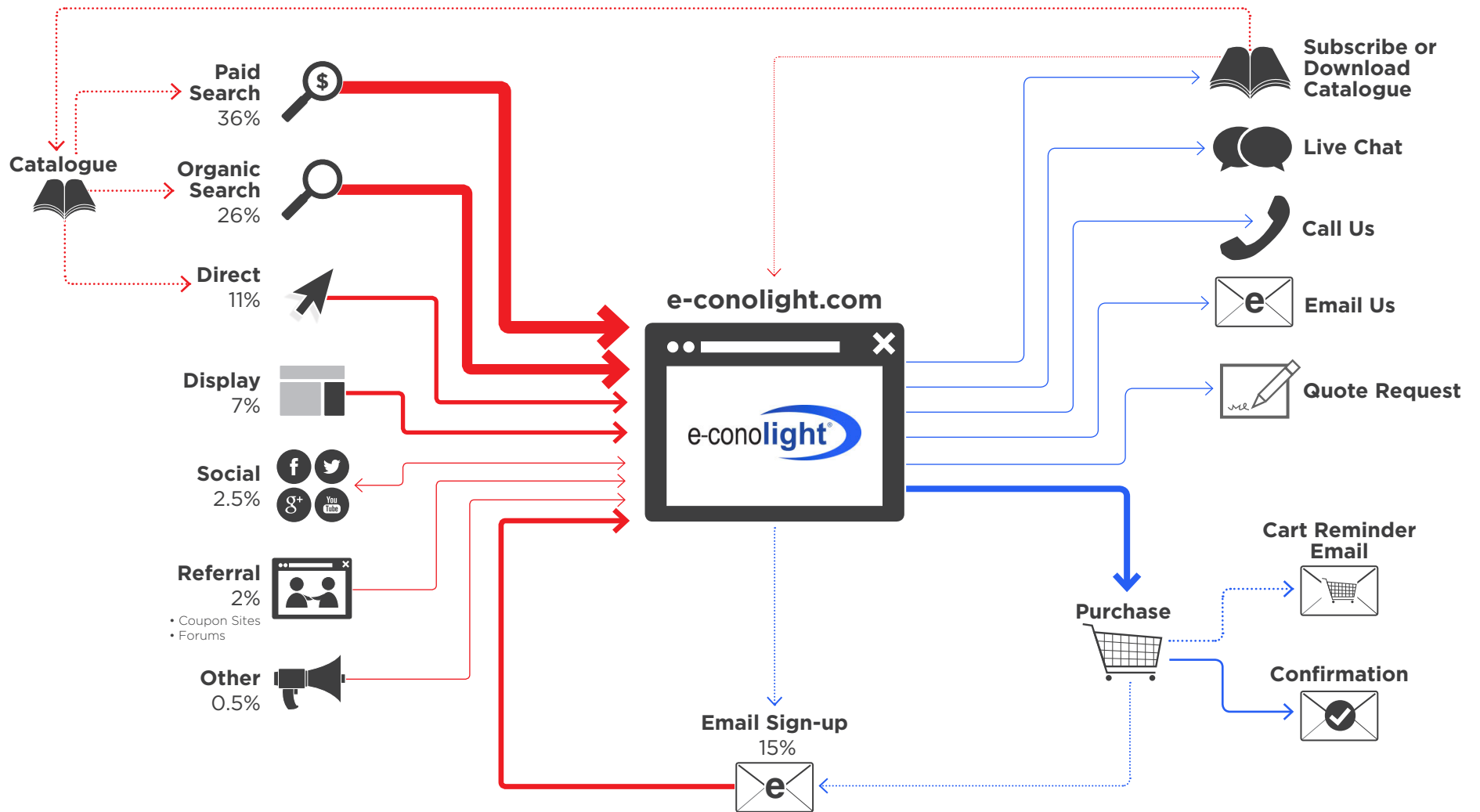


INBOUND DRIVERS



Catalogue & Phone = 50% of revenue

e-conolight.com Ecosystem



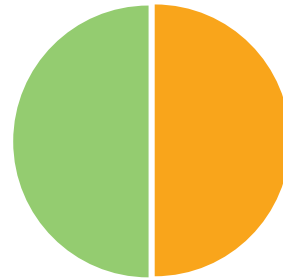
Catalogue & Phone = 50% of revenue

Key Site Analytics

Analytics for e-conolight.com based on stats from Aug 1, 2016 - Jan 31, 2017



Emergency lighting, outdoor lighting and LED products are the most searched for and purchased products.



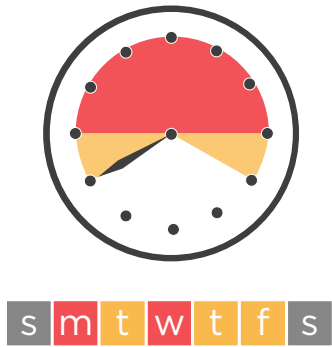
Returning and **new** users are almost equal in size: 50.5% vs 49.5%.



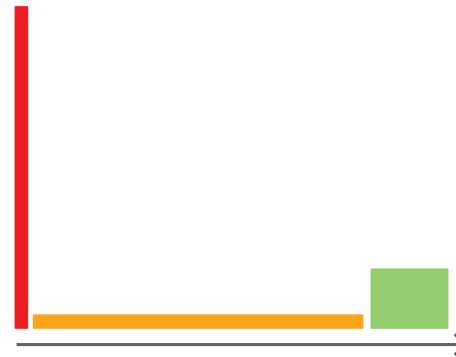
Returning users are 2.5x more likely to convert than **new users**.

Key Site Analytics

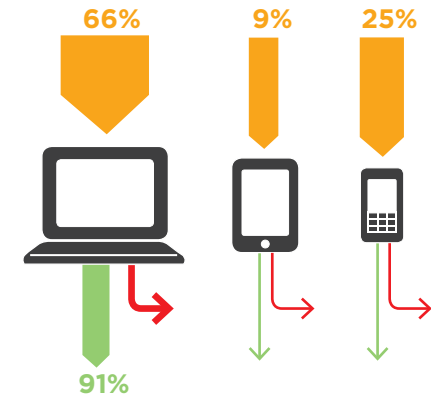
Analytics for e-conolight.com based on stats from Aug 1, 2016 - Jan 31, 2017



People use the site the most during weekly work hours 9 am-3 pm. (Mon & Wed are peak, and weekends drop by 50%)



70% of all purchases happen during the **initial site visit**, 15% occur between **2-28** days after and the remaining 15% occur **28+** days after.



66% of site traffic is on desktop, yet it gets 91% of all the **conversions**.

STRENGTHS,
WEAKNESSES,
OPPORTUNITIES,
THREATS



SWOT Takeaways

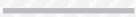
STRENGTHS

- **Lighting Focus** - Lighting-only solutions conveys a sense of authority
- **Product Price** - Products are seen as a good value
- **Product Quality** - Products seen as reliable and of good quality
- **Service** - Thorough resolution of customer inquiries
- **Tools** - 360° rotation tool, lighting layout tool and live chat provide utility where many of our competitors don't

WEAKNESSES

- **Usability** - Clear hierarchy, scannable layouts, readable typography and product naming structure
- **Modern Design**- Jarring design treatments and UI conventions
- **Checkout flow** - Shopping cart location and flow create unnecessary friction
- **Content** - No instructional content, videos or contextual imagery

STRENGTHS,
WEAKNESSES,
OPPORTUNITIES,
THREATS

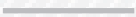


SWOT Takeaways

OPPORTUNITIES

- **Increasing Contractors' Revenue** - Lighting is the #2 largest revenue generator for electrical contractors (25-35%). Single-family housing is the highest revenue source. If we provide useful ways to save money in this area, they'll grow in loyalty.
- **Guided Selling** - None of our competitors have a needs-based input form that helps address the ambiguity that novices might feel when looking for lighting solutions.
- **Leapfrog** - Luckily, our direct lighting competitors don't have best-in-class site UX either, which gives us an opening to raise ourselves to Home Depot's or Lowe's level of UX quality (but with more focus and clarity).
- **Growing DIY Trend** - For targeting more of the growing DIY homeowner population, there's an opportunity to cultivate their interests through more targeted social/content marketing.
- **Energy Efficiency** - The competitive landscape lacks thorough communication regarding the value of energy-efficient solutions and how they translate to long-term savings and rebate incentives.
- **Home Advancement** - Smart homes with integrated systems are on the rise, which is also making a contractors' work more complex and causing them to need continuous learning and support. Our site tools and content could provide them the assistance they're looking for.

STRENGTHS,
WEAKNESSES,
OPPORTUNITIES,
THREATS



SWOT Takeaways

THREATS

- **Out of Stock** - The #1 reason electrical contractors choose a brand/product is **availability**. Price is second. Product unavailability was one of the primary complaints from our recent site surveys.
- **Price** - Pricing can't be the only differentiator for e-conolight, as competitors are providing more and more comparable pricing.
- **Convenience** - Competitors are updating their site experience and business offerings to provide more **purchase ease** and **support** to their users.
- **Diversification** - As electrical contractor's services and products continue to diversify, they may become more reliant on one-stop shops that can serve **multiple needs** versus just niche lighting needs.
- **Branding** - Our lack of strong branding may make it challenging for us to be easily recognized, remembered and considered.

Strategic Foundation

- | USER PERSONAS
- | TASK MODEL
- | USER JOURNEY
- | GOAL ACTIONS
- | DESIGN PRINCIPLES
- | KPIs

On Personas

Personas are an essential part of goal-directed user experience design. We've created four archetypical e-conolight user profiles to:



BUILD EMPATHY



OUTLINE GOALS



INFORM DESIGN

*
over 70% of
returning users,
65% of user base,
AOV = \$750.00

PERSONA #1



**FOCUS:
PROJECT
ORDERING,
QUALITY
SELECTION**

JACK

Jack is an electrical contractor who runs an eight-person residential and commercial electrical firm in Cleveland, Ohio. He manages multiple jobs and employees at one time. Jack chooses to purchase most of his lighting online because he orders on a project basis because he needs the wide selection of an online retailer and looks for options and savings he can't find at his local electrical supply company.

GOALS

- To **find the correct product** for his various employees' and project needs.
- To make sure he's **maximizing the value** he can get.

PAIN POINTS

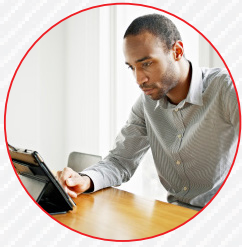
- Jack is short on time, which means **he's short on patience** and can't afford to wait for **out-of-stock items**.
- Jack has to juggle various people, projects and problems and **needs less friction in his business transactions**.

WHAT WOULD IMPROVE JACK'S EXPERIENCE?

- Fast yet thorough search and navigation
- Clear benefit-to-cost comparisons
- Quick-pay expedited checkout
- Autoreordering

*Data sources include six separate e-conolight.com customer surveys from Sept to Nov 2016 and the [ECMag 2016 Profile of Electrical Contractors](#)

PERSONA #2



FOCUS: BUDGET AND EFFICIENCY

ROB

Rob is the facilities manager at a High School in Houston, Texas. He is in charge of maintaining his school's campus, its buildings and everything in between. His responsibilities involve purchasing efficient lighting that improves the safety and utility of the school. Since school budgets are seldom abundant, Rob has to keep operating costs low while ensuring product reliability and efficiency.

GOALS

- To **easily locate efficient lighting solutions** for a variety of campus applications.
- To **save as much money as possible**, since the school's budget is limited.

PAIN POINTS

- Rob gets frustrated if the products he's ordered end up having a **short life-span**.
- Rob can't stand buying from companies with **hidden costs** or that make the buying process feel like a haggle.

WHAT WOULD IMPROVE ROB'S EXPERIENCE?

- Obvious pricing and savings
- Discounts and loyalty perks
- Clear specs and installation instructions
- High efficiency ratings on products

PERSONA #3



FOCUS: SERVICE AND SAVINGS

LUCY

Lucy is an interior designer who works primarily on commercial renovation projects in Los Angeles. In addition to the statement pieces that she orders from specialty lighting dealers, Lucy requires area lighting. She uses e-conolight because of its selection and to save money for her clients. She's familiar with lighting generally, but needs guidance on the more technical aspects of certain lighting offerings.

GOALS

- To **find economy lighting options** to round out statement lighting pieces purchased from other vendors.
- To make sure she **orders the correct product the first time** around, since she's on a tight timeline.

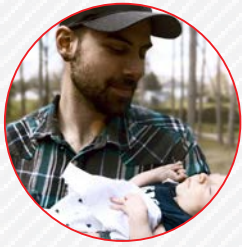
PAIN POINTS

- Lucy can get **overwhelmed by the options and technical language** and requires guidance at times.
- Lucy is a visual thinker and has trouble **visualizing her design decisions** without the help of rich visual content.

WHAT WOULD IMPROVE LUCY'S EXPERIENCE?

- Guided sales tool and live chat
- Intuitive navigation and filtering
- Rich visual content
- Customer reviews

PERSONA #4

FOCUS: DIY
& SAVINGS

SEAN

Sean's day job keeps him busy serving customers as the morning manager of a local craft coffee and beer shop in Portland, Maine, but his real job starts when he gets home: being a new father and homeowner. Sean considers himself handy and prefers taking on home-improvement tasks solo before paying the extra money to hire a professional. Since home systems and lighting are growing in complexity every year, Sean is finding himself needing more support along the way.

GOALS

- To **identify fitting products** that he can **install and maintain himself**.
- To **save money** around every DIY decision he makes around his home.

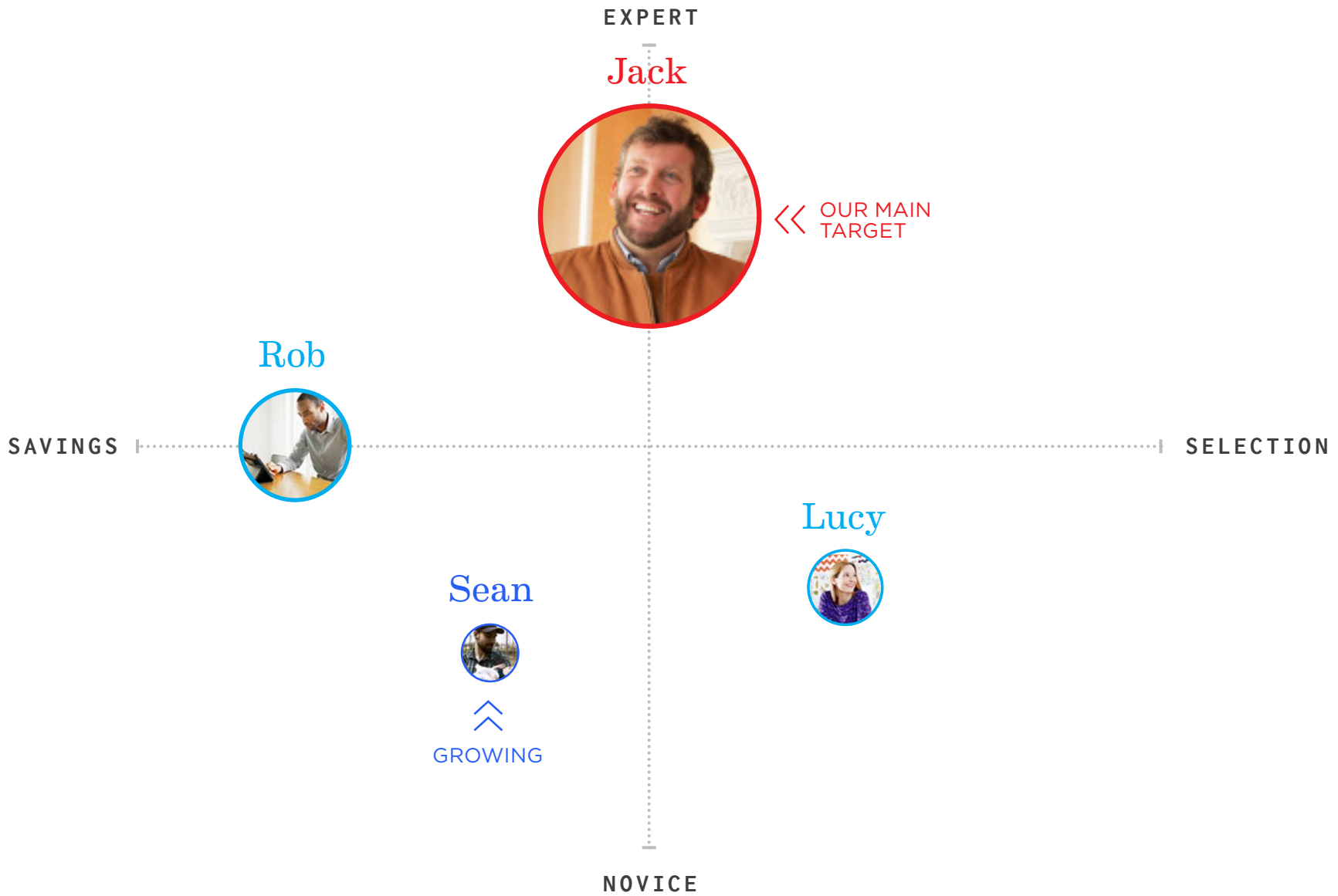
PAIN POINTS

- Sean loves challenges, but doesn't like **unnecessary complication** when it comes acquiring basic goods.
- Sean can't stand **hidden fees** and anything that holds him back from a good deal.

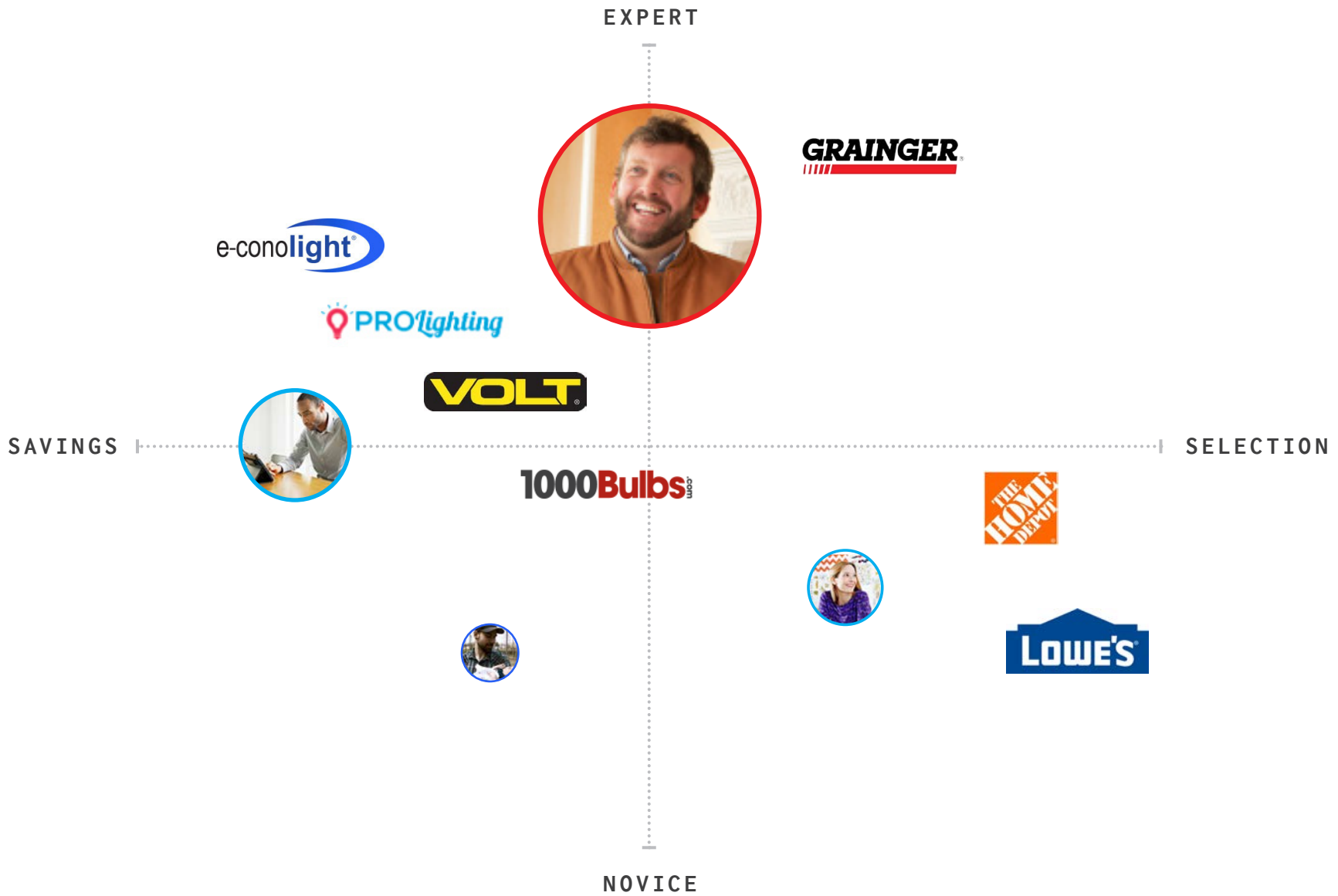
WHAT WOULD IMPROVE
SEAN'S EXPERIENCE?

- Helpful DIY assembly videos
- Rich explanatory content
- Emphasis on discounts/savings
- Live chat

How Do They Compare?



How Do They Compare?



Task Model - Acquisition

The mental steps users go through to purchase a new lighting solution.

TRIGGER

"I need new lighting."



Task Model - Acquisition

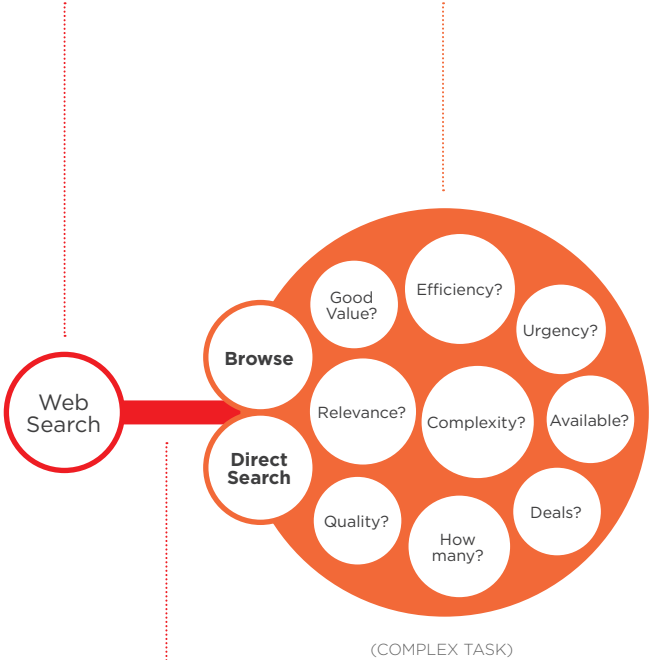
The mental steps users go through to purchase a new lighting solution.

TRIGGER

"I need new lighting."

RESEARCH

"What would solve my problem?"



"What's a trusted resource?"

Task Model - Acquisition

The mental steps users go through to purchase a new lighting solution.

TRIGGER

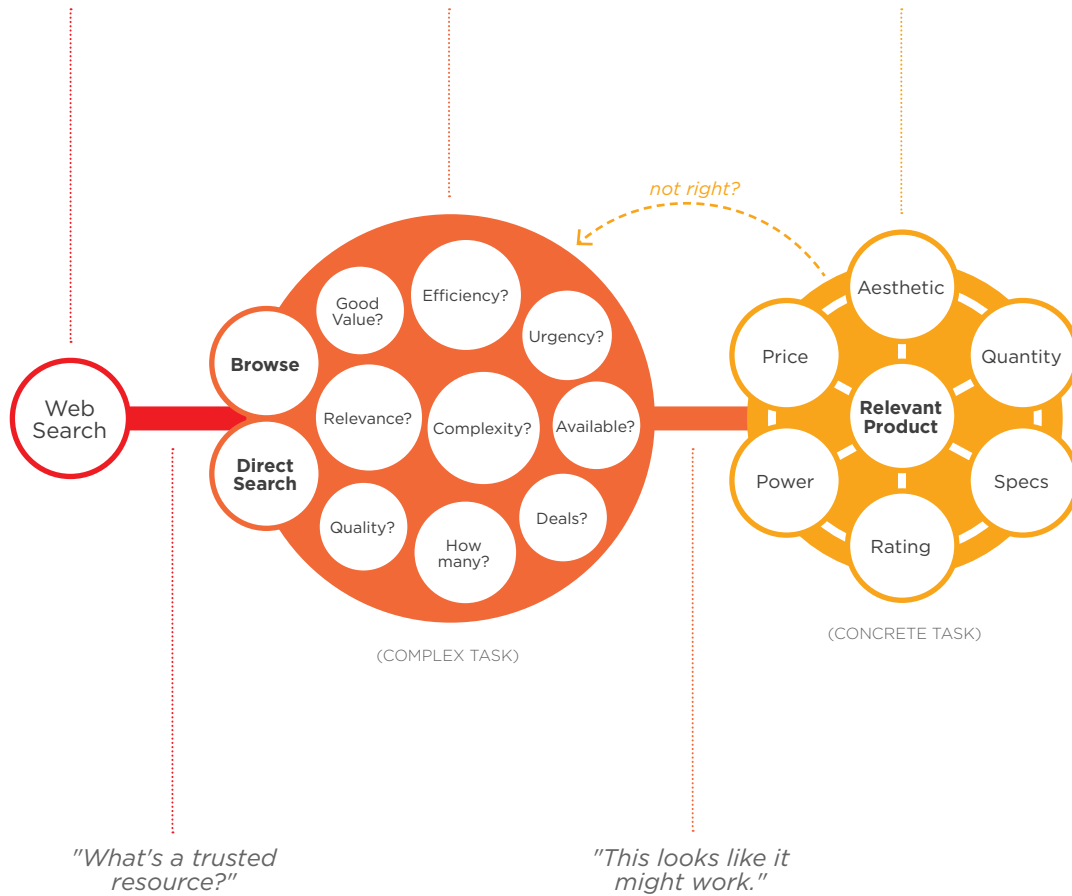
"I need new lighting."

RESEARCH

"What would solve my problem?"

VALIDATION

"Is this the right lighting solution for me?"



Task Model - Acquisition

The mental steps users go through to purchase a new lighting solution.

TRIGGER

"I need new lighting."



RESEARCH

"What would solve my problem?"



(COMPLEX TASK)

VALIDATION

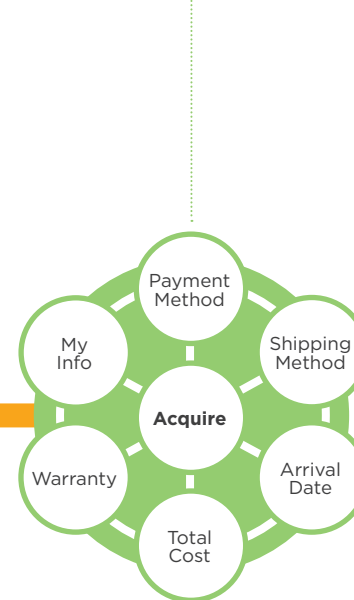
"Is this the right lighting solution for me?"



(CONCRETE TASK)

PURCHASE

"What will this cost me?"



(CONCRETE TASK)

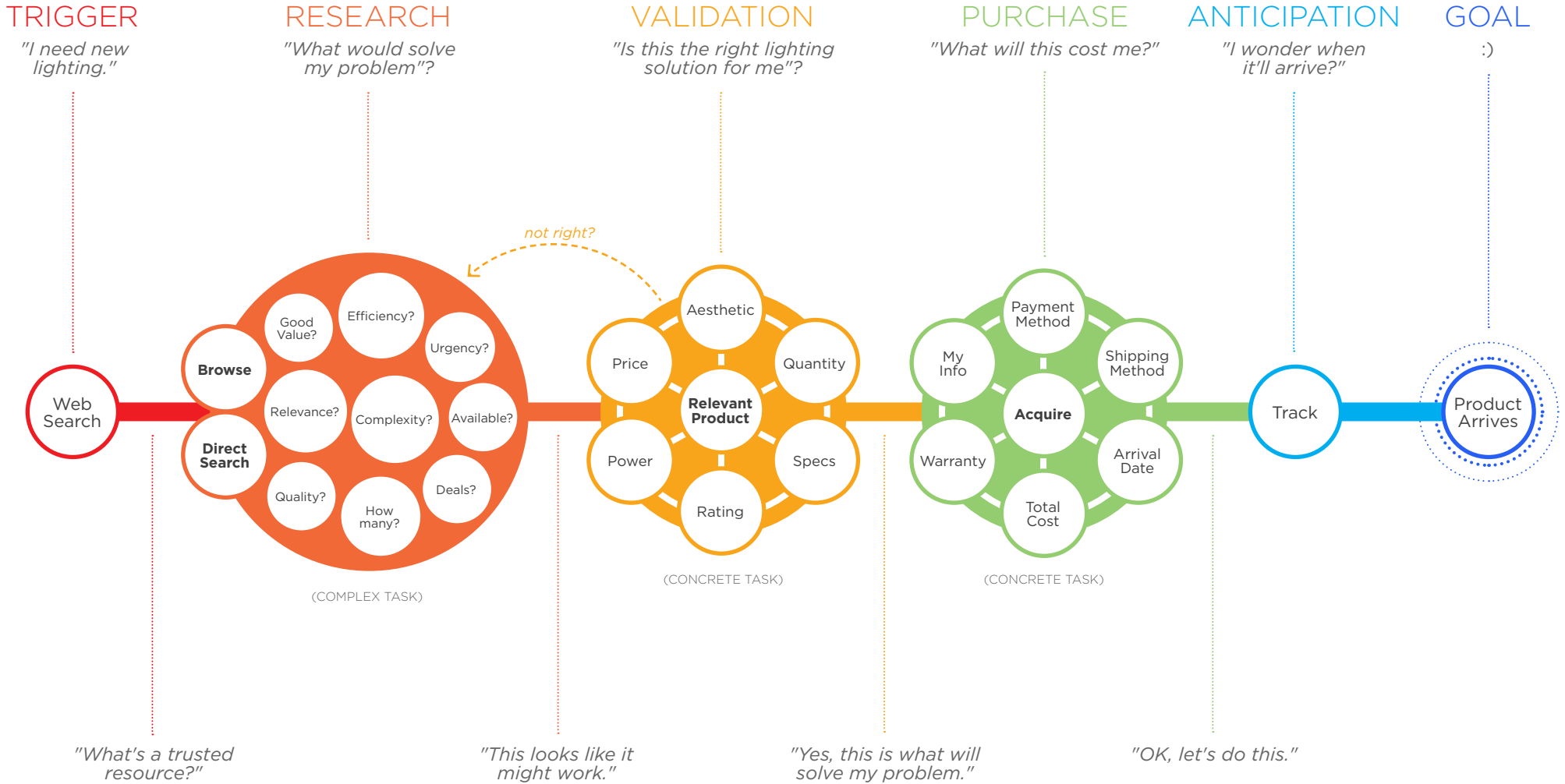
"What's a trusted resource?"

"This looks like it might work."

"Yes, this is what will solve my problem."

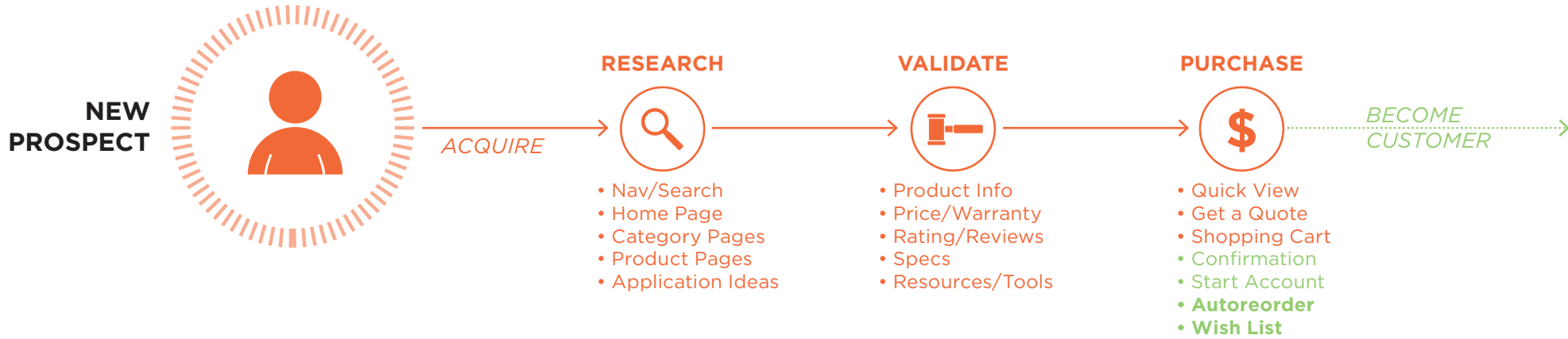
Task Model - Acquisition

The mental steps users go through to purchase a new lighting solution.



User Journey

The various ways users will engage with our site.



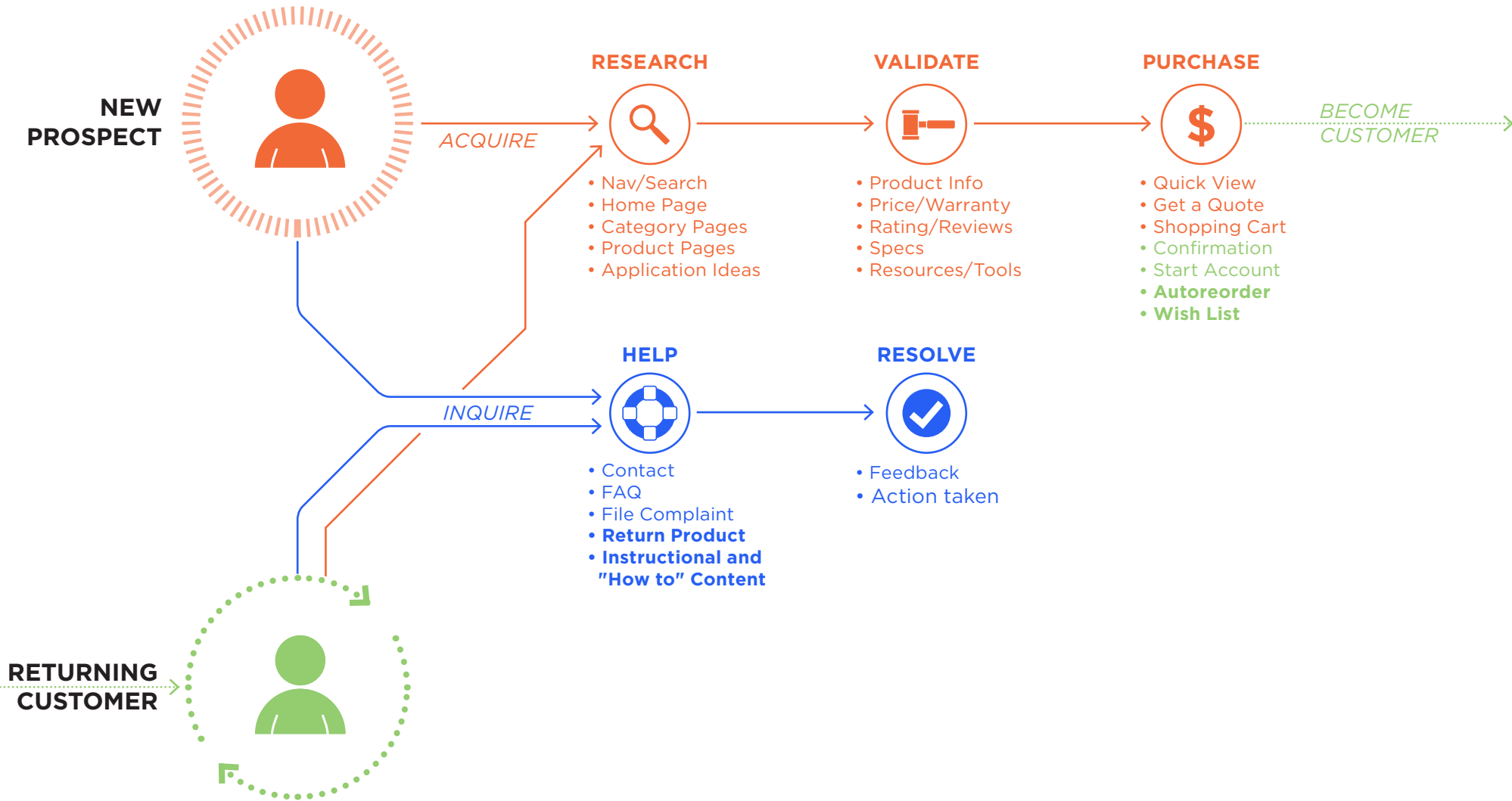
User Journey

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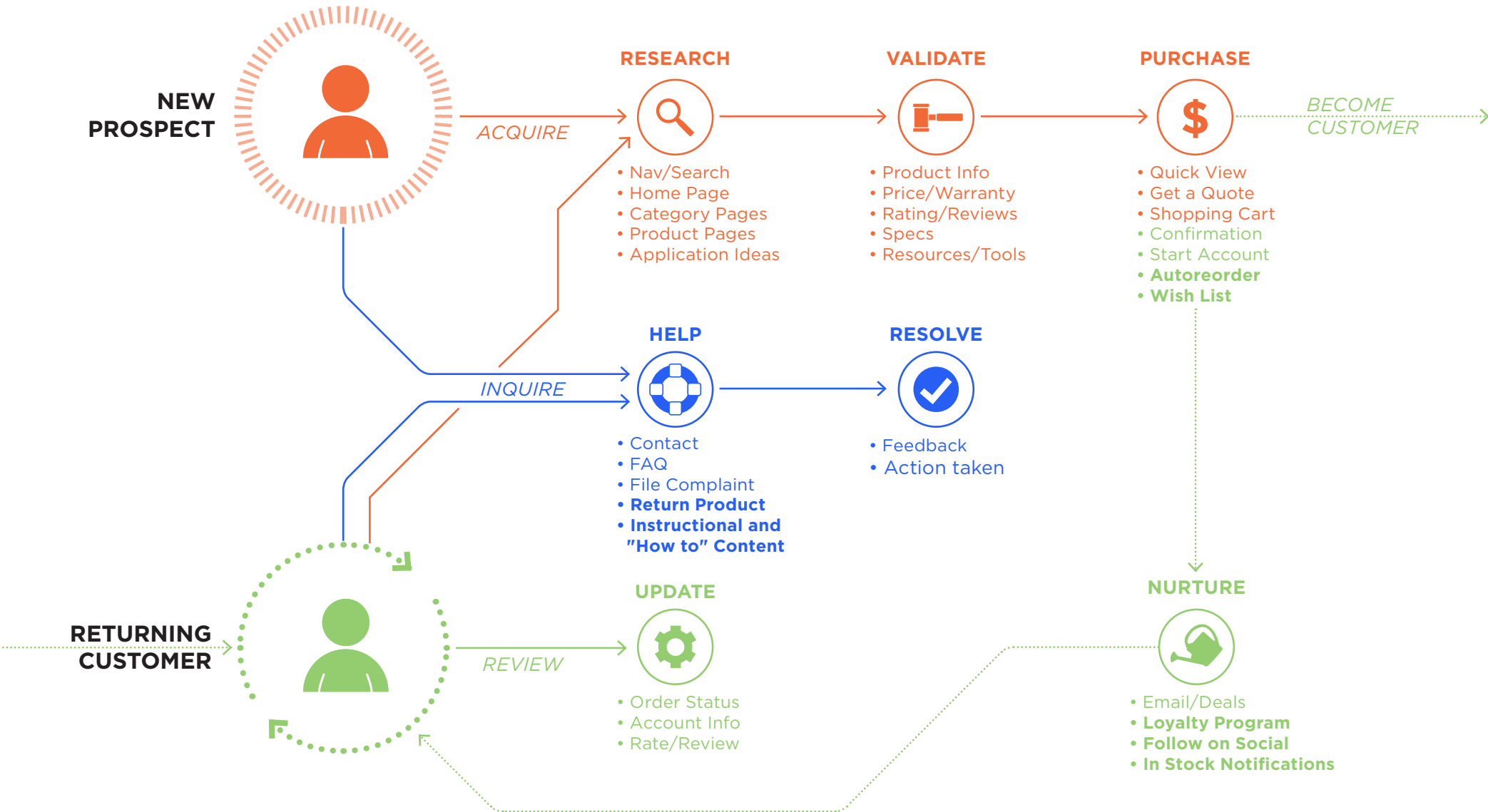
User Journey

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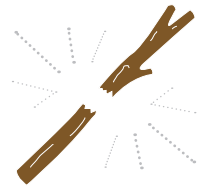


User Journey

The various ways users will engage with our site.

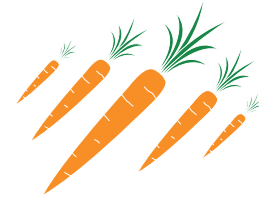


There are various actions we could take to reach our goal of **Increasing Engagement and Conversion**



DECREASE PAIN

- Usability and navigation
- Savings of time, effort, \$\$\$
- Credibility and validation
- Responsiveness
- Utility



INCREASE PLEASURE

- Modern aesthetic
- Compelling content
- Human tone and transparency
- Personalization
- Surprise and Delight



DRIVE ACTION

- Obvious benefits
- Strong CTAs
- Cross-sell and upsell
- Creating urgency
- Preventing dead ends

The Design Principles That Will Help Us Get There:

Usability

Creating clarity, ease and efficiency throughout site interaction.

Modernity

Seamless responsive formatting, compelling layouts and visual design.

Value

Clear benefit of how we're saving the user money, time and effort.

Differentiation

Efforts that make us stick out from the competition in a positive manner.

Key Performance Indicators (KPIs)

SALES:

- **Conversion rate**
- **Average margin**
- **Average order value (AOV)**
- **Average order size**
- **Average returns**
- **Shopping cart abandonment rate**
- **Sales** (hourly, daily, weekly, monthly, quarterly and annual)
- **Customer lifetime value (LTV)**
- New customer orders versus returning customer sales
- Cost of goods sold
- Total available market relative to a retailer's share of market
- Product affinity (which products are purchased together)
- Product relationship (which products are viewed consecutively)
- Inventory levels
- Competitive pricing
- Discounts/coupon redemption

MARKETING:

- **Site traffic**
- **Bounce rate**
- **Unique visitors versus returning visitors**
- **Time on site and on key pages/products**
- **Return on ad spend**
- Cost per acquisition
- Page views per visit
- Rate of new account openings
- Newsletter subscribers
- Chat sessions initiated
- Facebook, Twitter, Google+ or YouTube followers or fans
- Traffic source
- Pay-per-click traffic volume
- Blog traffic
- Number and quality of product reviews/ratings
- Brand or display advertising click-through rates
- Day part monitoring (when site visitors come)
- Affiliate performance rates

SERVICE:

- **Sentiment toward site experience** (surveys, social media, forums and review sites)
- Customer service email count
- Customer service phone call count
- Customer service chat count
- Average resolution time
- Concern classification

Design Recommendations

- | USABILITY
- | MODERNITY
- | VALUE
- | DIFFERENTIATION

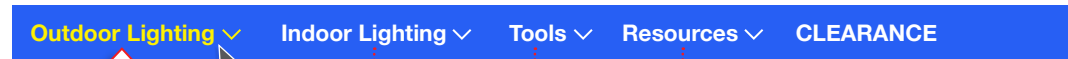
Optimize Main Navigation

For being the functionality with the highest engagement on the site, the main navigation needs to be simple, intuitive and immediate in its utility.



A) Make Shopping Cart & Search more obvious, as they are key devices for engagement and conversion

B) Reduce the # of stacked nav conventions



C) Consider stacking and alphabetizing nav items and associating icons or thumbnail images with each topic

- ⊗ Accent
- ⊗ Bollard
- ⊗ Canopy
- ⊗ Dusk to Dawn
- ⊗ Flexible Cable Strip
- ⊗ Flood & Area
- ⊗ Landscape
- ⊗ Parking Garage
- ⊗ Poles & Bullhorns
- ⊗ Vapor Tight
- ⊗ Wall Mount
- ⊗ Wall Pack

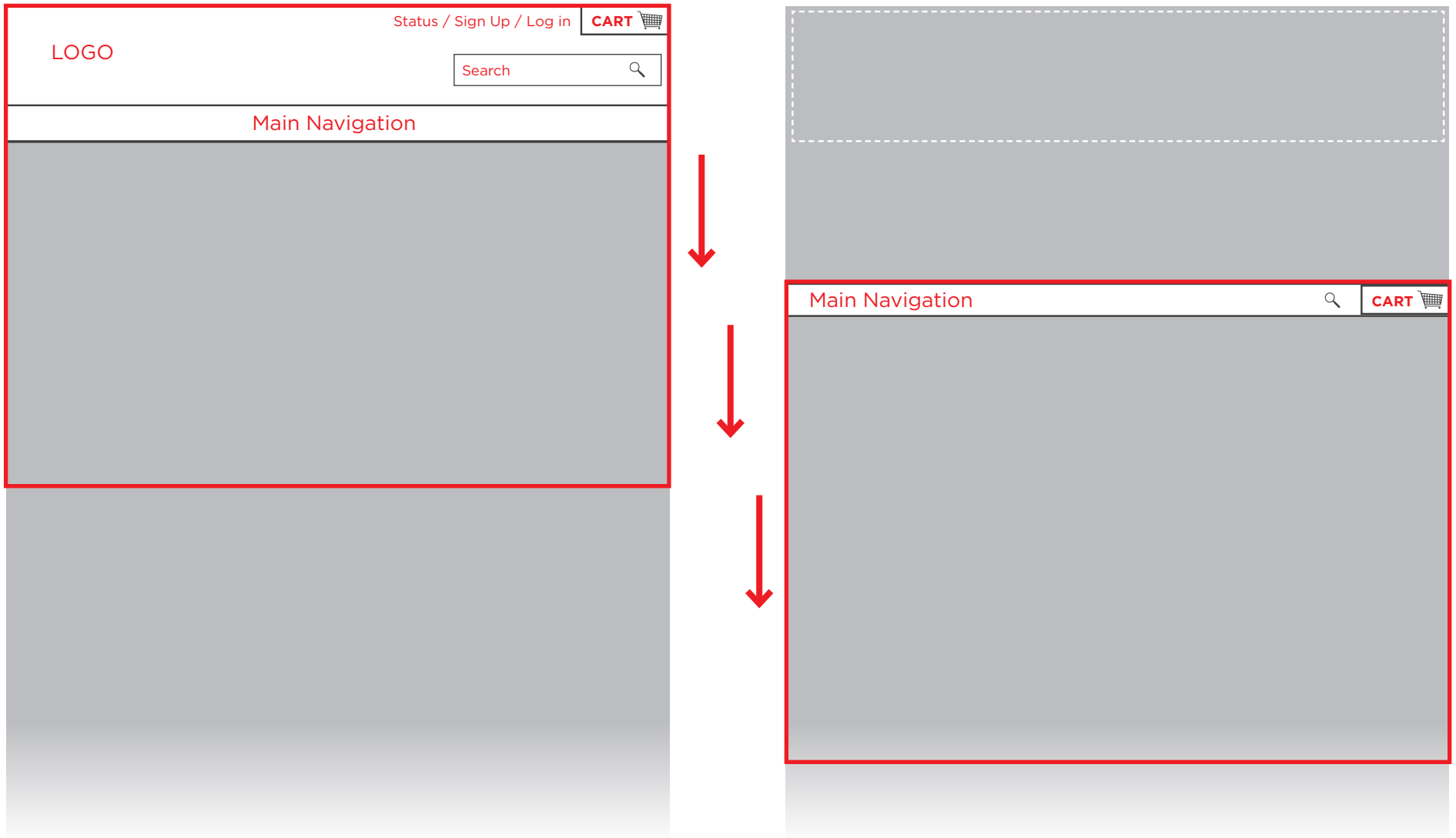
- Exit & Emergency
 - Flexible Cable Strip
 - High & Low Bay
 - Interior Accents
 - Lamps
 - Linear Fluorescent
 - Recessed
 - Recessed Retrofit Kit
 - Surface
 - Track
 - Troffers
 - Wall Sconce
- EPA Ratings
 - Lighting Layout Tool
 - Pole Assistance
- Application Ideas
 - Education
 - Installation
 - Programs
 - FAQs
 - Return Policy
 - Other

Benefit: Improves engagement and consideration.

More Info: [Mega Menus Gone Wrong](#) → [How To Design Websites That Mirror How Our Eyes Work](#) → [How The Best Ecommerce Sites Convert Millions Of Customers](#) →

Sticky Navigation

As the user scrolls down, keep the navigation consistently accessible at the top of the browser; however, consolidate its functionality and size to allow for easy content viewing on screen.



Benefit: Improves engagement and consideration.

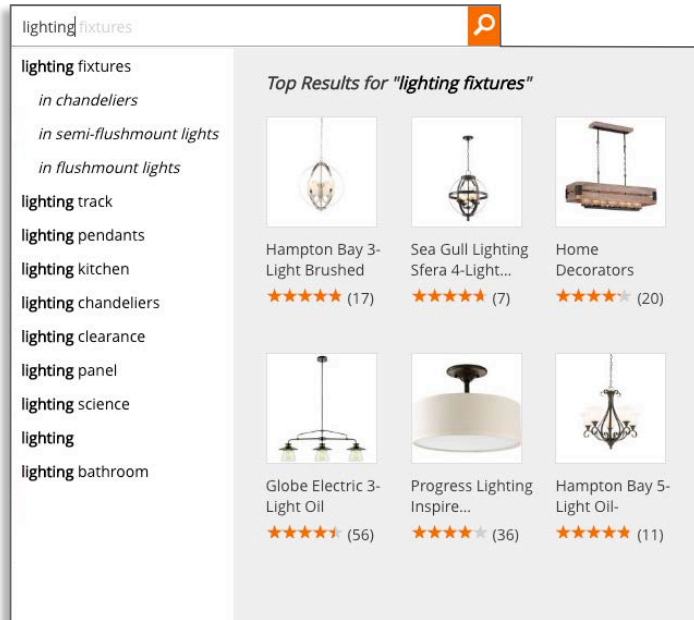
Improve Search Functionality

Update search functionality to incorporate autocomplete for terminology, product images and merchandising. Also, placing text within the search box encourages usage (e.g., "enter product, code or brand").

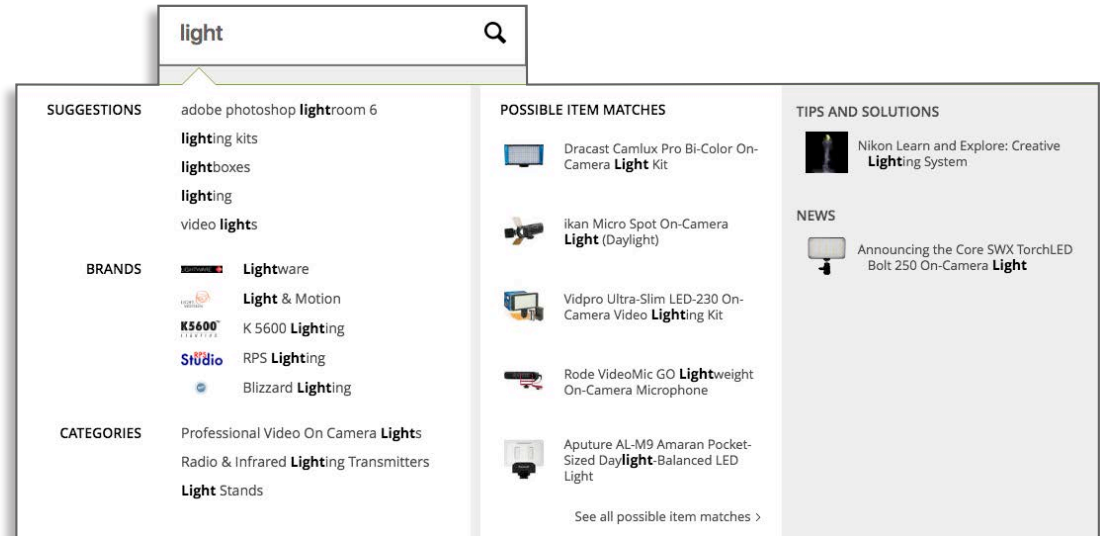
E-CONOLIGHT:



HOME DEPOT:



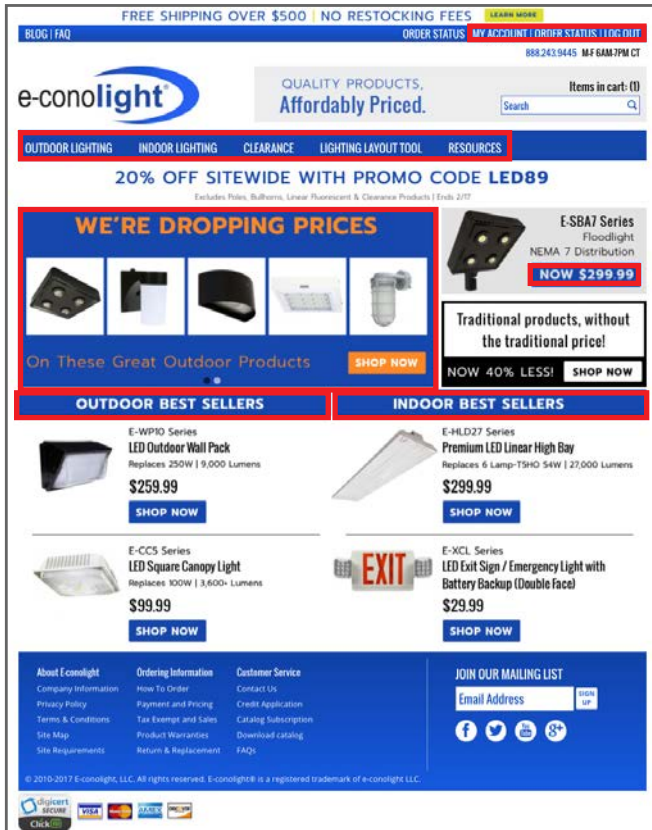
B&H PHOTO:



Benefit: Improves engagement and consideration.

Hook and Drive to Key User Pathways

Create a strong first impression and emphasize the primary user pathways we want the user to go down (search/nav, popular products, deals). Embrace longer scrolling pages with additional content below the fold.

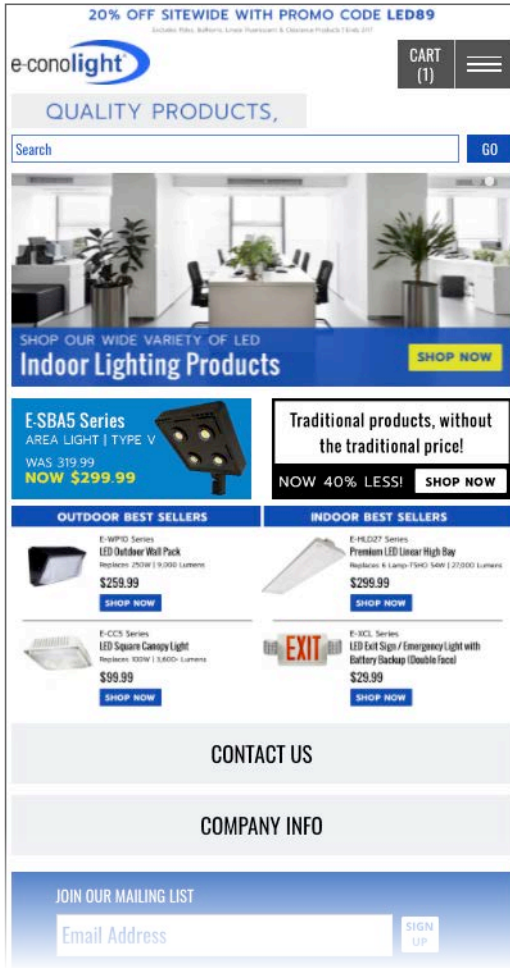


Benefit: Improves engagement and consideration.

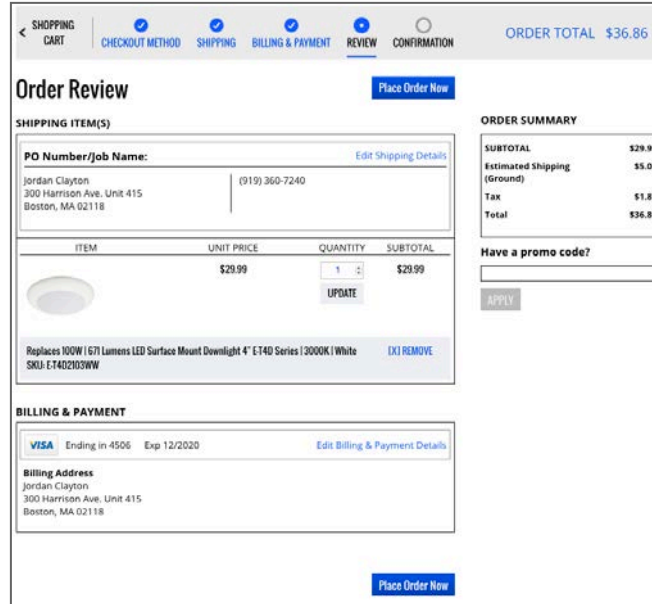
Clear Page Focus & Prioritization

It's easy for the eye to become overwhelmed on essential pages across the site. Create a clearer sense of focus and hierarchy on the key elements that we want the users to engage with.

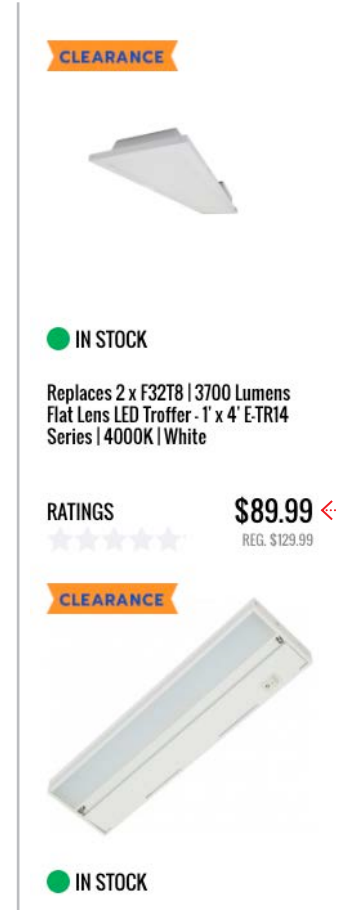
Mobile Home Page



Order Review



Category Page



Which product does the price belong too? It's part of the top product module, but its proximity says otherwise.

Benefit: Improves engagement and consideration.

Product Filters

For scalability and flexibility, it's best to reserve the left side of the page for a vertical filtering column. The categories within are prioritized based on A) what users want to know, and B) how the products are being tagged/classified. The primary filters at the top remain open where less popular filters remain closed at the bottom.

Target:

filter results

sort by **featured** ▾

- category
 - living room furniture (7917)
 - kitchen & dining furniture (4382)
 - home office furniture (2463)
 - bedroom furniture (2412)
 - entryway furniture (885)
 - lounge seating (364)
- type
- color
- price
- finish
- style
- availability
- deals
- guest reviews
- brand

LL Bean:

Shop by Category

Shirts (189)

- Button-Down (106)
- Polos (14)
- T-Shirts (42)
- Henleys (11)
- Turtlenecks (3)
- Active Shirts (32)
- Traditional Fit (66)
- Slightly Fitted (50)
- Slim Fit (27)

Filter By:

- Sleeve Length**
- Fabric**
- Style**
- Size Range**
- Size**
- Fit**
- Features**
- Collection**
- Color**

Home Depot:

- Watt Equivalence
- Light Color
- Light Bulb Base Code
- Light Bulb Shape Code
- Bulb Type
- Bulb Shape
- Brand
- Light Bulb Features
- Price
- ENERGY STAR CERTIFIED
- How To Get It
- Review Rating
- Savings Center
- Eco Options

TV Screen Size

- 27" and Under (6)
- 28" - 32" (15)
- 33" - 39" (26)
- 40" - 43" (37)
- 44" - 47" (11)
- 48" - 49" (11)
- 50" - 54" (13)
- 55" - 59" (14)

Price

- \$50 - \$74.99 (11)
- \$75 - \$99.99 (4)
- \$100 - \$149.99 (11)
- \$150 - \$199.99 (11)
- \$200 - \$249.99 (11)
- \$250 - \$499.99 (32)
- \$500 - \$749.99 (26)
- \$750 - \$999.99 (16)

Brand

Search brands

- Samsung (16)
- Sony (6)
- LG (6)
- VIZIO (16)
- Sharp (3)
- Insignia™ (13)
- Toshiba (6)
- Haier™ (7)

Condition

- New (16)
- Open-Box (7)

TV Type

- LED (16)
- Smart (6)
- 4K UHD (7)
- High Dynamic Range (HDR) (3)

Resolution

- 2160p (4K) (7)
- 1080p (11)
- 720p (3)

Current Deals

- Clearance (7)
- On Sale (6)
- Free Shipping Eligible (11)

Features

- Wall Mountable (16)
- Smart Capable (16)
- High Dynamic Range (HDR) (3)
- Digital Tuner (7)
- ENERGY STAR Certified (11)
- HDMI Output(s) (4)
- Headphone Jack (4)
- Sleep Timer (3)

Customer Rating

- Top Rated (16)
- 5 (1)
- 4.5 (1)
- 4 (1)
- 3.5 (1)
- 3 (1)
- 2.5 (1)
- 2 (1)
- 1.5 (1)
- 1 (1)

Inputs/Outputs

- HDMI Input(s) (11)
- USB Port(s) (11)
- Digital Optical Audio Output(s) (11)
- Headphone Jack (4)
- Component Video Input(s) (11)
- Analog Audio Output(s) (11)
- PC Input (11)
- HDMI Output(s) (4)

Number of HDMI Inputs

- 4 (1)
- 3 (4)
- 2 (4)
- 1 (1)

Collection

- Only at Best Buy (1)

FLAT-PANEL TELEVISION RESOURCES

TV & Video Accessories
TV & Home Theater Services
Home Theater Resource Center
TV & Home Theater Forum

Flat-Panel Television Questions
Ask More Shoppers and Best Buy staff
Share your answers.

38,183 Questions
72,952 Answers
Ask...Answers...Search

<--- Best Buy

Benefit: Improves engagement and consideration.

Consolidate Redundancies

There are two completely different FAQ and Product Category pages with duplicative contents, only with different layouts, navigations and URLs.

Home / Frequently Asked Questions, e-conolight Lighting FAQs | e-conolight.com

Frequently Asked Questions

Product Information

- Q Where can I find product specification sheets?
- A Complete product specification sheets are available on individual product pages under the "Specs & Guides" tab.
- Q Are product installation guides available?
- A Installation guides are included with each fixture. They are also available on individual product pages under the "Specs & Guides" tab.
- Q Are photocalls available on all products?
- A Internal photocalls are available only for those fixtures with one listed. For all other fixtures where a photocall is desired, a remote-mounted photocall (sold by others) may be installed.
- Q Can I use a different lamp in my high-intensity discharge (HID) fixture?
- A No, the components used in an HID fixture are power consumption-specific. A metal halide (MH) lamp can only be used in a fixture with a MH ballast. Our fixtures use industry-standard lamps that can be purchased from most local retailers.
- Q How does metal halide (MH) compare to high pressure sodium (HPS) lamps provide a soft yellow/orange light with a longer lamp life, while metal halide (MH) lamps offer a white light with a higher CRI.
- Q Do you offer other products not shown on your website?
- A Additional poles and replacement parts are available via phone at 888-243-9445.
- Q How are your products priced?
- A All product prices, including promotional offers, are subject to change. They exclude shipping, handling and state sales tax.
- Q Do you sell replacement parts?
- A Replacement parts, including ballast replacement kits are available via phone at 888-243-9445.

Installation & HID Disposal

- Q Are lighting layout services available?
- A Yes, an online Lighting Layout Tool is available for our fixtures.
- Q What do "typical mounting height" and "typical mounting height range" mean?
- A Typical mounting height is the range (in feet above measurement used (in multiples of mounting height) to achieve uniform lighting. Both measurements should be used to achieve uniform lighting.

Home / Resource Center / Other / FAQs

FAQs

You have questions. We have answers - here is a short list of our most frequently asked questions. Click open the blue bars to get started. Don't see the answer to your question? [Click here](#) to contact us directly.

- Product Information
 - Where can I find product specification sheets?
 - Are product installation guides available?
 - Can I use a different lamp in my high-intensity discharge (HID) fixture?
 - How does metal halide (MH) compare to high pressure sodium (HPS)?
 - Do you offer additional products not shown on your website?
 - How are your products priced?
 - Do you sell replacement parts?
- Installation & HID Disposal
- Ordering & Payments
- Shipping, Delivery & Returns

Home / Resource Center / Product Selection / LED Outdoor Products

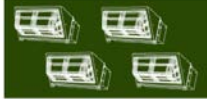








LED Outdoor Products

Illuminate your pathway, parking lot or building perimeter with e-conolight. Our durable & stylish LED fixtures provide excellent lighting, from security to ambient, to light up any outdoor space. Click through the product categories below to find easy-to-use guides that allow you to compare styles, light outputs and more!

Home / Outdoor Lighting /

Outdoor Lighting

From parking lots to building perimeters, e-conolight's commercial outdoor lighting provides added visibility and security for a variety of applications. Browse LED exterior lighting fixtures to find the perfect fit for your project.

 <p>Wall Packs</p>	 <p>Wall Mounts</p>	 <p>Flood & Area</p>
 <p>Canopy & Parking</p>	 <p>Vapor Tights</p>	 <p>Wall Pack</p>
 <p>Canopy</p>	 <p>Dusk to Dawn</p>	 <p>Parking Garage</p>

Benefit: Improves engagement and consideration.

Scannable Type Treatment

The typographic treatment requires refining and to be more scannable and understandable. Refrain from writing sentences in all caps as they read 10-15% slow. Serif fonts are generally more legible, especially in smaller sizes (like on mobile).

FLOOD & AREA	WALL PACK	WALL MOUNT	CANOPY
DUSK TO DAWN	PARKING GARAGE	ACCENT	BOLLARD
LANDSCAPE	FLEXIBLE CABLE STRIP	VAPOR TIGHT	POLES & BULLHORNS

OVERVIEW

Replaces 250-watt metal halide (MH). 87-watt LED Traditional Style Wall Pack with 9300 delivered lumens. 5000K, dark bronze, DLC and UL Listed, 5 year limited warranty, free shipping over \$500.

FEATURES

Housing:

- Heavy duty, die-cast aluminum housing with hinged door frame
- Dark bronze polyester powder-coat finish

Lens Assembly:

- Heat and shock-resistant borosilicate glass prismatic lens

Mounting:

- 1/2" NPS knockouts on top and sides or rear mounting plate for conduit entry

UL Listed:

- Wet locations

RECOMMENDED USE

- Security
- Pathways
- Perimeter lighting

TYPICAL MOUNTING HEIGHT

12 to 20 feet

Update the product titles and formatting to be more readable, understandable and search friendly.

Replaces 100W | 1200 Lumens LED Recessed Retrofit Kit 5" & 6" E-T6C Series | 3000K | White

Cree® UR3-48 LED Upgrade Kit (Set of 4) - 3500K - 3-Lamp T8 32W Equivalent

917 Lumens LED Under Cabinet 40" E-UN Series | 2700K | White

Replaces 3 x F32T8 | 5500 Lumens Flat Lens LED Troffer - 2' x 4' E-TR24 Series | 4000K | White

690 Lumens LED Under Cabinet 30" E-UN Series | 2700K | White

Replaces 2 x F32T8 | 3700 Lumens Flat Lens LED Troffer - 1' x 4' E-TR14 Series | 4000K | White

484 Lumens LED Under Cabinet 22" E-UN Series | 2700K | White

Replaces 2 x F32T8 | 3500 Lumens Flat Lens LED Troffer - 1' x 4' E-TR14 Series | 3500K | White

332 Lumens LED Under Cabinet 13" E-UN Series | 2700K | White

CLEARANCE

SAVE EVEN MORE ON OUR QUALITY, AFFORDABLE LIGHTING

Note: Clearance prices represent final savings. Product selection may vary within series. Savings cannot be applied to past purchases or combined with any other offer.

The Good Deals Don't Stop Here

SHOP OUR TRADITIONAL PRODUCTS, WITHOUT THE TRADITIONAL PRICE. **UP TO 40% LESS**

[SHOP NOW](#)

Benefit: Improves engagement and consideration.

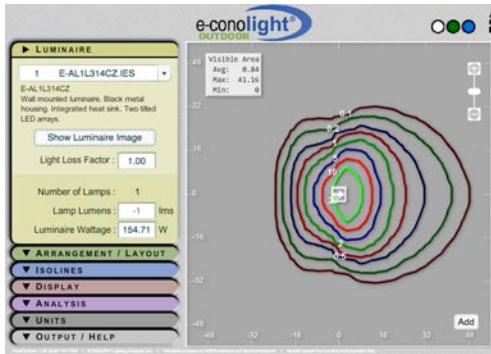
Enforce Visual Consistency

Create a more consistent branding, image/graphic treatment, color representation and user interface conventions (buttons, menus, etc.) across the site experience.



- SHOP
- OUTDOOR LIGHTING
 - Flood & Area
 - Wall Pack
 - Wall Mount
 - Canopy
 - Dusk to Dawn
 - View More >
- INDOOR LIGHTING
 - High & Low Bay
 - Troffers
 - Track
 - Surface
 - Recessed
 - View More >
- CLEARANCE

CLEARANCE



OUTDOOR-Typical Recommended Footcandle Levels

OUTDOOR APPLICATION	RECOMMENDED FOOTCANDLE LEVEL
AUTO SALES LOT	10-100
BASKETBALL	Recreational 20
BUILDING FLOODLIGHTING	5-50
GOLF	Miniature 10
	Driving Range 20 at the tee
	10 vertical 600' down range
HOCKEY	Recreational 20
	Club 30
	College 50
HORSESHOES	5
PARKING AREAS	1-7
RIDING ARENA	Recreational 30
	Professional 50
SECURITY LIGHTING	0.5-5
SERVICE STATIONS	20-80
SIGN LIGHTING	5-100
STREET LIGHTING	1-3
SWIMMING POOL	Recreational 30
	College 50

OUTDOOR APPLICATION	RECOMMENDED FOOTCANDLE LEVEL
TENNIS COURTS	Recreational 30
	Club 50-75
	Tournament 125
VOLLEYBALL	Recreational 20
	Club 30

*All values shown are average maintained footcandles



[LED Adoption Rates: The Brightest Cities In The U.S.](#) | [LED Architectural Slim Wall Pack / Floods Wall Pack / Floods](#)



Traditional products, without the traditional price!
NOW 40% LESS! [SHOP NOW](#)

CONNECT & CAP

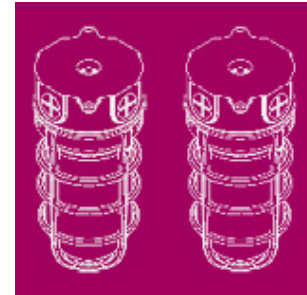
STEP 4 CONNECT & CAP wires as follows:

PHASE TO NEUTRAL WIRING 120/277V

1. Connect supply ground to fixture ground (green) lead
2. Connect supply common to fixture neutral (white) lead
3. Connect supply V_{in} to fixture hot (black) lead

PHASE TO PHASE WIRING 208/240V

1. Connect supply ground to fixture ground (green) lead
2. Connect supply L1 (Hot) to fixture neutral (white) lead
3. Connect supply L2 (Hot) to fixture hot (black) lead



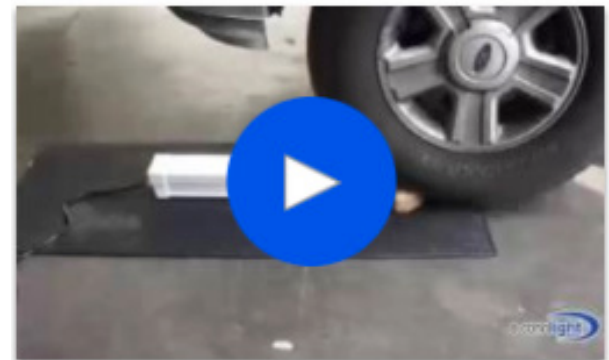
LED LIGHTING FOR CLASSROOM SUCCESS

LED LIGHTING SIMULATES NATURAL LIGHTING AND IS LINKED TO IMPROVED:

- Attention
- Memory
- Productivity
- Engagement
- Retention
- Endurance

Reduces: Headaches, Eye Strain, Stress

Each year, U.S. schools spend \$8 billion on energy. 26% of which is spent solely on lighting.



Benefit: Improves sentiment and engagement.

Optimize Template Layouts

Create a simpler grid system that brings more alignment and balance into the content pieces to reduce visual fatigue.

20% OFF SITEWIDE WITH PROMO CODE LED89
Excludes Poles, Bullhorns, Linear Fluorescent & Clearance Products | Ends 2/17

WE'RE DROPPING PRICES

E-SBA7 Series Floodlight
NEMA 7 Distribution
NOW \$299.99

Traditional products, without the traditional price!
NOW 40% LESS! **SHOP NOW**

On These Great Outdoor Products **SHOP NOW**

OUTDOOR BEST SELLERS

E-WPD Series LED Outdoor Wall Pack
Replaces 250W | 9,000 Lumens
\$259.99 **SHOP NOW**

E-HLD27 Series Premium LED Linear High Bay
Replaces 6 Lamp-TSHO 54W | 22,000 Lumens
\$299.99 **SHOP NOW**

E-CCS Series LED Square Canopy Light
Replaces 300W | 3,600+ Lumens
\$99.99 **SHOP NOW**

E-XCL Series LED Exit Sign / Emergency Light with Battery Backup (Double Face)
\$29.99 **SHOP NOW**

Attordably Priced.

LED Exit Sign / Emergency Light with Battery Backup (Double Face) EXCL Series | 5000K | Red Letters
SKU-EXCL2RW
Quantity 1 **\$29.99**
UPDATE
Remove

Replaces 6 Lamp - TSHO 54W | 22,000 Lumens Premium LED Linear High Bay E-HLD27 Series | 4000K | White
SKU-EHLD27A-HK4DUW
Quantity 1 **\$299.99**
UPDATE
Remove

Subtotal (2) (excluding tax)
Continue Shopping **Checkout**

Drag to spin
Drag image to spin

DETAILS | **SPECS & GUIDE** | **ACCESSORIES** | **REVIEWS** | **Q&A**

OVERVIEW
LED Exit Sign with two adjustable 1-watt LED lighting heads and 6" red letters (single / double face). Battery backup, UL Listed, mounting hardware included, 5-year limited warranty.

OUTDOOR LIGHTING | **INDOOR LIGHTING** | **CLEARANCE** | **LIGHTING LAYOUT TOOL** | **RESOURCES**

SAVE 10%* ON ALL LIGHTING & ACCESSORIES WITH PROMO CODE ECON3699 ENDS FEB. 3
*Excludes clearance items, poles and bullhorns.

Home / Resource Center / Education / Visual Aids

Visual Aids

Sometimes seeing is believing. Use the infographics and visual aids below to see how LED lighting can save you time, energy and money.

Visual Aids

About E-conolight | **Ordering Information** | **Customer Service**
Company Information | How To Order | Contact Us

JOIN OUR MAILING LIST
SIGN

Benefit: Improves sentiment and engagement.

20% OFF SITEWIDE WITH PROMO CODE LED89

Home / Lighting Layout Tool For Indoor & Outdoor Design | e-conolight

E-conolight Lighting Layout Tool

INDOOR TOOL | OUTDOOR TOOL

E-conolight is proud to offer web-based tools to help you with your lighting applications. The *indoor tool* offers quick ways to get interior lighting estimates, while the *outdoor tool* generates simple templates and point-by-point lighting calculations. Now you can run continuous comparisons of different fixtures without the need for expensive photometry software.

Lighting Layout Tool - Introduction
When the tool opens, click on the desired input tab to open that section. Typically for first-time visitors, go through the input sections top to bottom. Once familiar with the tool operation, you can skip many of the input items and get results in seconds. The tool will compute instantly when it has enough data.

For more information, visit <http://www.ecg2.com/indoor.php?ip=131>

System Requirements: Browser Compatibility - Compatible with the latest versions of Internet Explorer (Mozilla Firefox 1.0 (v. 1.7.3) and Opera, Netscape and Mozilla 1.7 are not supported) / Flash capabilities required by the Flash Tools.

Indoor Layout Tool Features

- Control size of room
- Specify desired bulb/fixture
- Define number of rows and columns, wall spacing and more
- Print a clean, detailed summary

Outdoor Layout Tool Features

- Calculate quick layouts of simple parking areas and other outdoor applications
- Add new fixtures & move any location by simply clicking and dragging
- Define layout of rows, including height, orientation and tilt
- Print a clean, detailed summary

INDOOR: Layout Tool

Step 1
Select a photometric file from the pull-down menu. The filename begins with the fixture part number (F#). The tool is designed to present only the photometric files that are relevant to the browser's location on the E-conolight website.

Step 2
Choose your room size. The graphic model will highlight on your mouse over different dimensions.

Step 3
Preferences are expressed in percent. The Coefficient of Utilization (CU) and effectiveness reflections are recommended and then displayed.

Step 4
Set the target illuminance level based on either the number of lumens or footcandle (foot-candle) and needed lux for the fixture to further constrain your calculation.

Step 5
Subdivide the luminaires positioning by defining the number of Rows & Columns that spacing. Copying grid spacing or Continuous Rows or Columns.

Step 6
Provide calculation based on Lamp Lumens and Luminaires Height. The visible appearance can also be modified in this panel.

Step 7
Set the preferred units.

Step 8
Click the Print Preview button to produce "Project Title", "Description", "Yr" and "By".

OUTDOOR: Layout Tool

Step 1
Select a photometric file from the pull-down menu. The filename begins with the fixture part number (F#). The tool is designed to present only the photometric files that are relevant to the browser's location on the E-conolight website.

Step 2
To use as a template generator (no point arrangement), set the arrangement from the pull-down menu, & leave the Layout and Spacing section blank. To use as a layout tool, select the arrangement for the majority of your fixtures from the menu.

Step 3
Complete control over the Illuminance colour values (foot-candle) is available from this section. All cells with illuminance included, set the values as needed. Click in the color cell to change the color if desired.

Step 4
This section controls the appearance of the graphics area as well as how text is controlled by the zoom level. If you want more specific details, set the coordinates of the additional area here. Switch the optional display on and off and adjust by columns from the Summary section.

Step 5
The statistics are normally computed on the area covered by the plot, which is controlled by the zoom level. If you want more specific statistics, set the coordinates of the additional area here. Switch the optional display on and off and adjust by columns from the Summary section.

Step 6
Set the preferred units.

Step 7
Print out layout directly from tool.

Step 8
Click the Print Preview button to produce "Project Title", "Description", "Yr" and "By".

Lighting Application Guidelines

INDOOR Typical Recommended Footcandle Levels

INDOOR APPLICATION	FOOTCANDLE LEVEL	ILLUMINANCE (LUX)
RECEPTION AREA	30-40	300-400
OFFICE	30-40	300-400
RECEPTION AREA	30-40	300-400
OFFICE	30-40	300-400
RECEPTION AREA	30-40	300-400
OFFICE	30-40	300-400
RECEPTION AREA	30-40	300-400
OFFICE	30-40	300-400
RECEPTION AREA	30-40	300-400
OFFICE	30-40	300-400

OUTDOOR Typical Recommended Footcandle Levels

OUTDOOR APPLICATION	FOOTCANDLE LEVEL	ILLUMINANCE (LUX)
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200
PARKING GARAGE	20	200

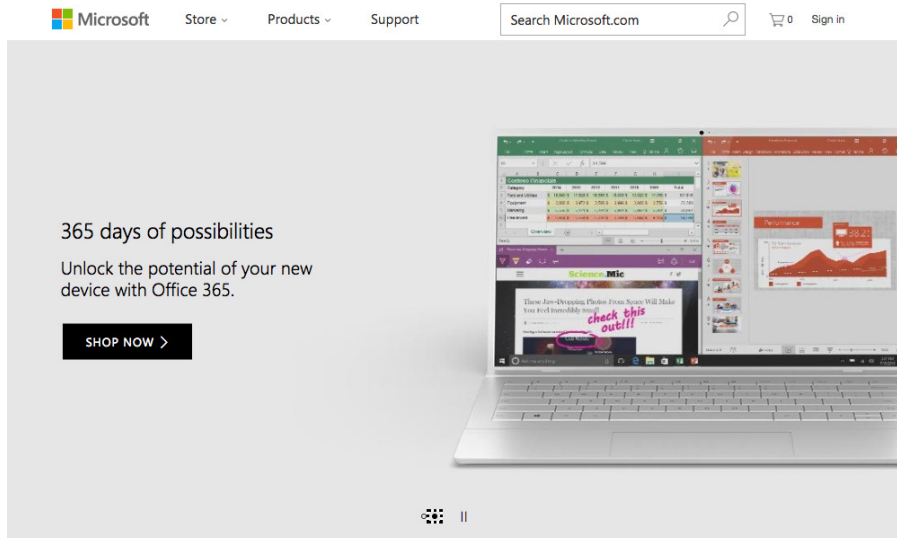
REFLECTANCES OF COLORS AND MATERIALS

COLOR	REFLECTANCE (%)	COLOR	REFLECTANCE (%)
White	85	Black	5
Light Grey	70	Dark Grey	10
Medium Grey	50	Very Dark Grey	15
Dark Grey	30	Black	5
Black	5	Black	5

MODERNITY

Minimize Ornamentation

Minimize any excess visual friction of the interface by reducing unnecessary drop shadows, gradients, lighting effects, dimensions, treatment variations and grid columns/rows required. Embrace negative space.



Featured PCs
These devices make Windows come to life.
[SHOP FEATURED PCS >](#)



Xbox One S
Buy a new console, get a free select game.*
[SHOP LIMITED-TIME XBOX OFFER >](#)



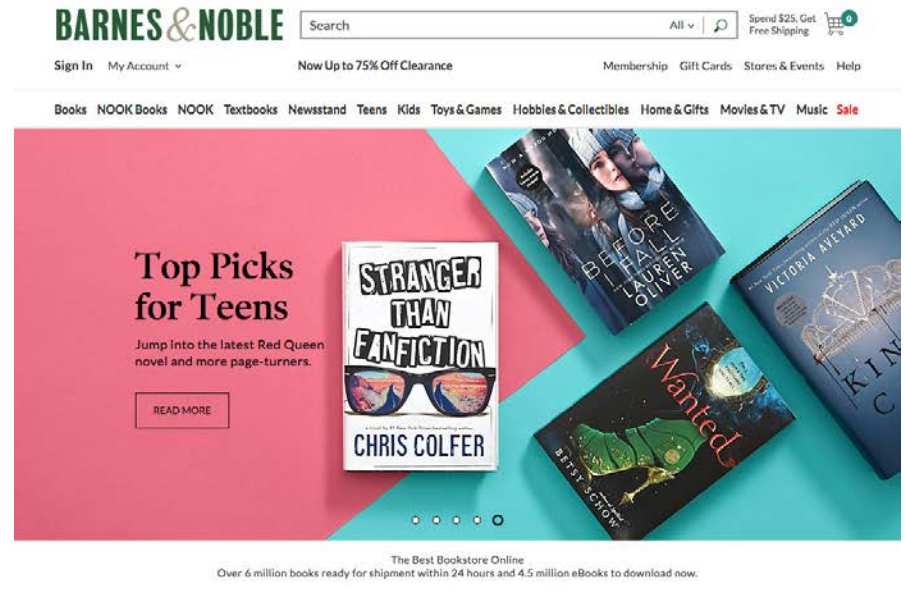
Windows 10
Introducing the next wave of innovation.
[SEE WINDOWS 10 CREATORS UPDATE >](#)



New Surface family
To do great things, you need powerful devices.
[SHOP FOR A SURFACE >](#)



Benefit: Improves sentiment and engagement.



Recommended For You



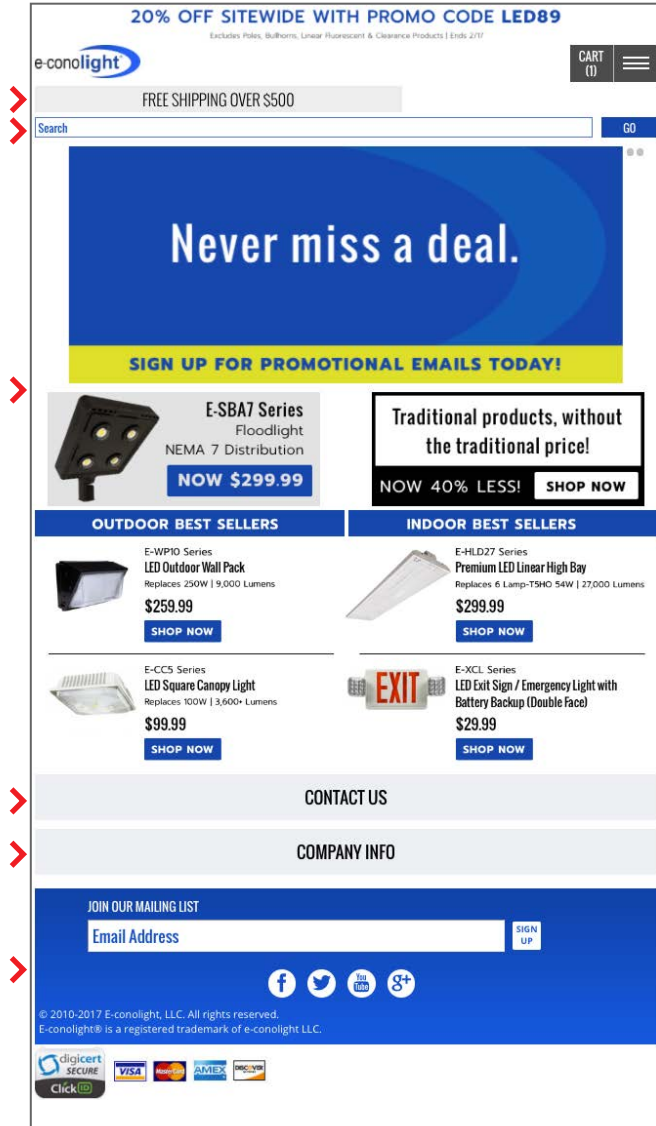
Shop By Category



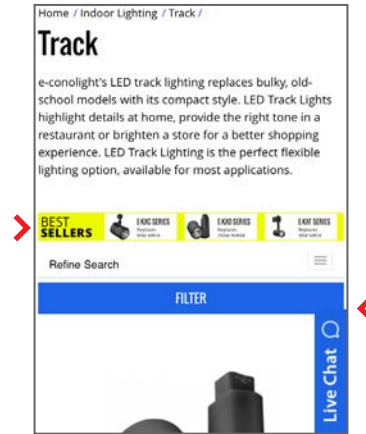
Optimize Responsive Formatting

Fix the bugs, alignment, sizing and performance of how the website translates across browser sizes and devices. Also, consider wider dimensions for desktop and larger screen sizes.

A) Tablet formatting shifts functionality and content to awkward sizes and locations



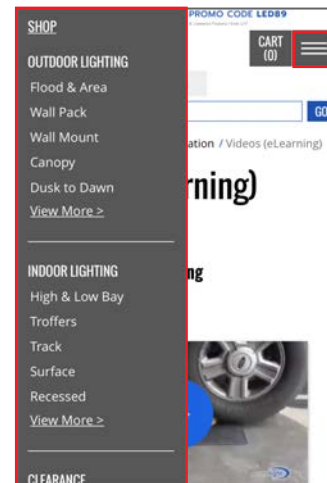
B) Improve mobile sizing and readability. Also, "Live Chat" tends to blend visually with underlying page colors



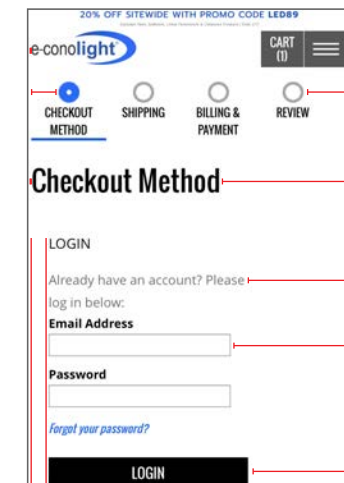
D) 360° View on mobile has a bug that shows one angle as a static and compressed non-product image saying "Not all heroes wear capes."



C) Tie the menu button and menu panel closer together.



E) Improve balance, alignment and justification of UI elements on mobile.

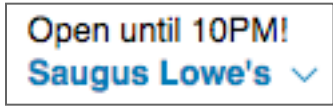


Benefit: Improves sentiment and engagement.

Iron Out The Details

Add helpful and unexpected microinteractions and visual details to improve the experience. These include rollover/hover states, animations, transitions, status indicators and more.

A) Recommended location:



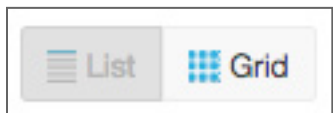
B) Indicate purchased or visited items:



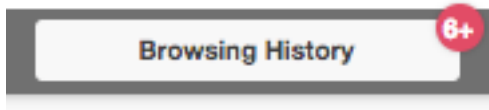
C) Compare to related products in thumbnail view:



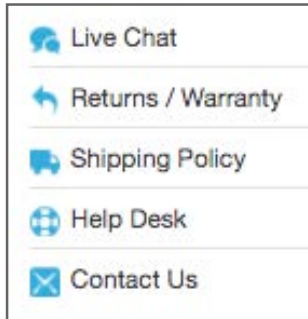
D) Provide alternative viewing options on category pages:



E) Conveniently track the user's product browsing history for later review:



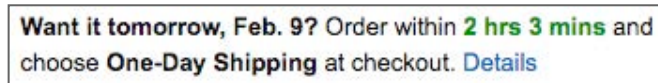
F) Iconography assists wayfinding:



G) Provide access to the experts behind the products:



H) Shipping predictors inspire urgency:



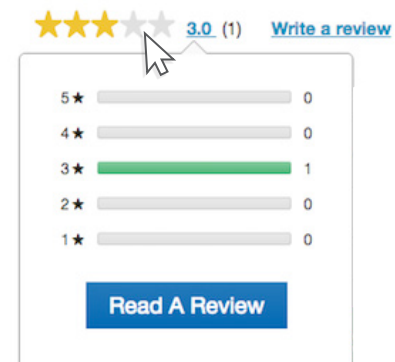
I) Easy sharing of product and useful content pages:



J) Hover state toggles alternate views:



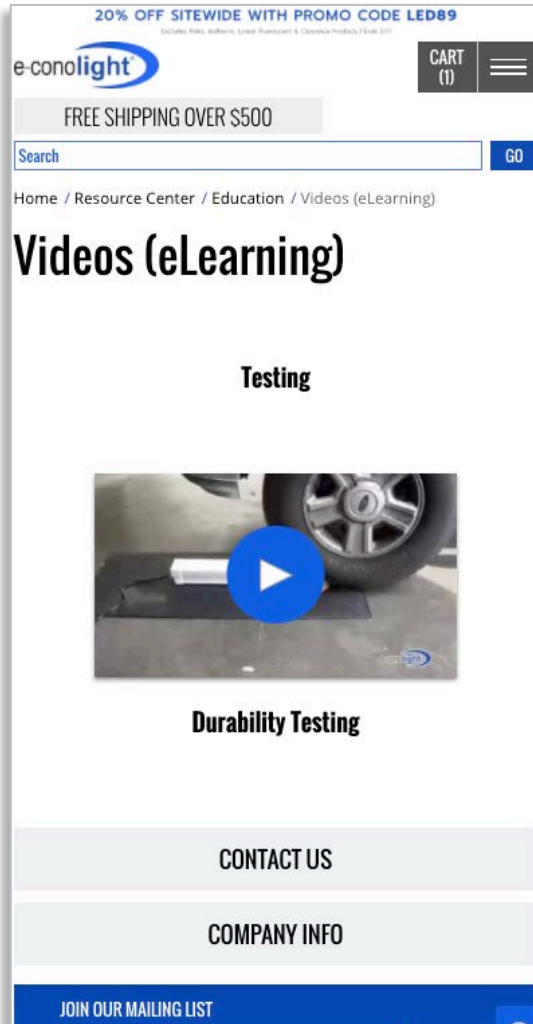
K) Hover state triggers preview info:



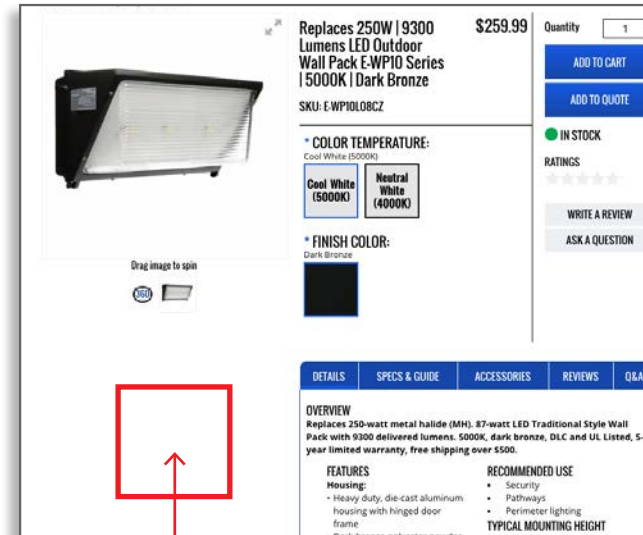
Benefit: Improves engagement and consideration.

Create & Integrate Guidance Content

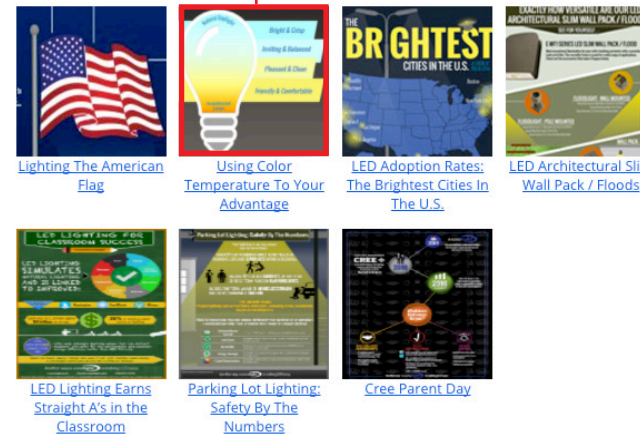
Focus on creating, refining and integrating useful content within the site, as it can help solve people's problems and facilitate key decision making.



Build up "how to" video content. There is currently one video for entire site.



Unearth buried guidance content and tie it to relevant products.




Benefit: Improves engagement, learning and loyalty.

Emphasize the Benefit


Highlight key brand/product benefits across the site experience at key impression/decision points. Use needs-based language as well, not just technical and sales language.

20% OFF SITEWIDE WITH PROMO CODE LED89
Excludes Poles, BulbHorns, Linear Fluorescent & Clearance Products | Ends 2/17

WE'RE DROPPING PRICES



On These Great Outdoor Products [SHOP NOW](#)




E-SBA7 Series
Floodlight
NEMA 7 Distribution
NOW \$299.99


Traditional products, without the traditional price!
NOW 40% LESS! [SHOP NOW](#)

Add explanation of e-conolight difference and the unique value proposition we provide.

OUTDOOR BEST SELLERS




E-WP10 Series
LED Outdoor Wall Pack
Replaces 250W | 9,000 Lumens
\$259.99
[SHOP NOW](#) **BENEFIT?**




E-CC5 Series
LED Square Canopy Light
Replaces 100W | 3,600+ Lumens
\$99.99
[SHOP NOW](#) **BENEFIT?**

INDOOR BEST SELLERS



E-HLD27 Series
Premium LED Linear High Bay
Replaces 6 Lamp-TSHO 54W | 27,000 Lumens
\$299.99
[SHOP NOW](#) **BENEFIT?**



E-XCL Series
LED Exit Sign / Emergency Light with Battery Backup (Double Face)
\$29.99
[SHOP NOW](#) **BENEFIT?**

About E-conolight
Company Information
Privacy Policy
Terms & Conditions
Site Map
Site Requirements

Ordering Information
How To Order
Payment and Pricing
Tax Exempt and Sales
Product Warranties
Return & Replacement


Customer Service
Contact Us
Credit Application
Catalog Subscription
Download catalog
FAQs

JOIN OUR MAILING LIST

Email Address [SIGN UP](#)


[f](#) [t](#) [i](#) [+](#)

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20% OFF SITEWIDE WITH PROMO CODE LED89
Excludes Poles, BulbHorns, Linear Fluorescent & Clearance Products | Ends 2/17

Home / Outdoor Lighting / Wall Pack



Drag to spin
Drag image to spin

Replaces 400W | 24,600 Lumens LED Premium Wall Pack E-AL4L Series | 5000K | Dark Bronze
SKU: E-AL4L331CZ

\$429.99

Quantity

[ADD TO CART](#)
[ADD TO QUOTE](#)

● IN STOCK

RATINGS
★★★★★

[WRITE A REVIEW](#)
[ASK A QUESTION](#)

Add an explanation about why this is great and better than competing technologies and products

*** COLOR TEMPERATURE:**
Cool White (5000K)

Cool White (5000K)

Neutral White (4000K)

• Benefit number one
• Benefit number two
• Benefit number three

DETAILS | **SPECS & GUIDE** | **ACCESSORIES** | **REVIEWS** | **Q&A**

OVERVIEW
Replaces 400-watt pulse start metal halide, 310-watt LED Wall Pack - Area Light with 24,600 delivered lumens. 5000K, dark bronze, DLC and UL Listed, 5-year limited warranty, free shipping over \$500.

FEATURES
Housing:
• Low-copper, durable die-cast aluminum housing
• Dark bronze polyester powder-coat finish

Lens Assembly:
• Patented lens design delivers true IES Type III distribution

Mounting:
• 1/2" threaded conduit entries on two sides, bottom and back or mount over 4" octagonal junction box

UL Listed:
• Wet locations (for downlight position only)

RECOMMENDED USE

- Security
- Pathways
- Perimeter lighting
- When control of spill light is important

Benefit: Increases consideration and conversion.

Comparison, Upsell & Cross-sell

At the bottom of product pages, instead of leaving it as a dead end, add modules for comparing like products and upselling to bigger/better versions.

FREE SHIPPING OVER \$500 | NO RESTOCKING FEES [LEARN MORE](#)

BLOG / FAQ ORDER STATUS | MY ACCOUNT | ORDER STATUS | LOG OUT
888.243.9445 MF 6AM-7PM CT

e-conolight FREE SHIPPING OVER \$500 Items in cart: (0)
Search

OUTDOOR LIGHTING INDOOR LIGHTING CLEARANCE LIGHTING LAYOUT TOOL RESOURCES

20% OFF SITEWIDE WITH PROMO CODE LED89
Excludes Poles, Bulbhorn, Linear Fluorescent & Clearance Products | Ends 2/17

Home / Outdoor Lighting / Wall Pack

Replaces 400W | 24,600 Lumens LED Premium Wall Pack E-AL4L Series | 5000K | Dark Bronze \$429.99 Quantity: 1

SKU: E-AL4L331CZ

COLOR TEMPERATURE:
Cool White (5000K) Neutral White (4000K)

IN STOCK

RATINGS: ★★★★★

WRITE A REVIEW ASK A QUESTION

DETAILS | SPECS & GUIDE | ACCESSORIES | REVIEWS | Q&A

OVERVIEW
Replaces 400-watt pulse start metal halide, 310-watt LED Wall Pack - Area Light with 24,600 delivered lumens. 5000K, dark bronze, DLC and UL Listed, 5-year limited warranty, free shipping over \$500.

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RECOMMENDED USE

- Security
- Pathways
- Perimeter lighting
- When control of spill light is important

How does it compare to related products

	THIS PRODUCT	PRODUCT B	PRODUCT C	PRODUCT D
FACTOR 1	✓		✓	✓
FACTOR 2	✓	✓	✓	
FACTOR 3	✓			✓
FACTOR 4		✓	✓	

Related to this Item:

Product Name

Thumbnail image

-Description-
-Price-

Product Name

Thumbnail image

-Description-
-Price-

Product Name

Thumbnail image

-Description-
-Price-

● ○ ○ ○ ○

About E-conolight | **Ordering Information** | **Customer Service** | **JOIN OUR MAILING LIST**

Company Information | How To Order | Contact Us | Email Address

Privacy Policy | Payment and Pricing | Credit Application

Terms & Conditions | Tax, Export and Import | Financing Information

More Info:

[How retailers can keep up with consumers](#) →

[How to Use Upsells, Cross-Sells and Bundle-Sells to Increase Revenues](#) →

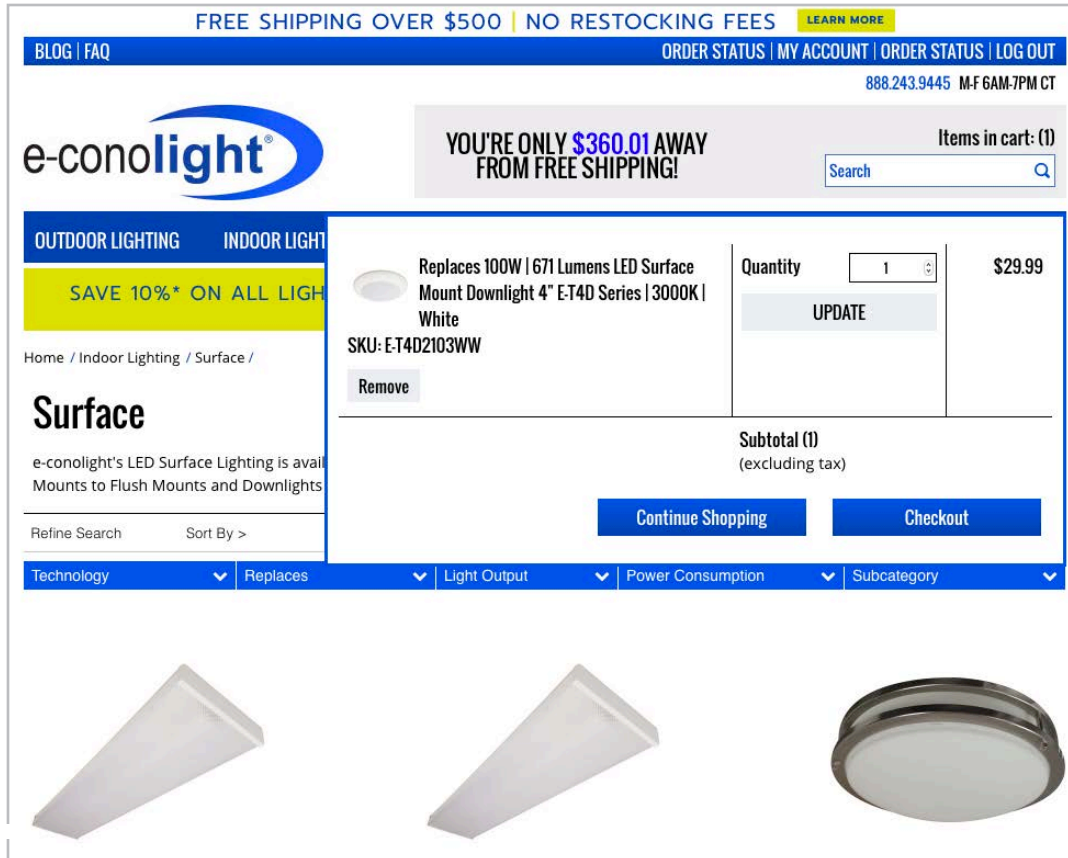
[Product Page Usability: Recommend Both Alternative & Supplementary Products](#) →

[UX Research: 3 Key Design Principles for Product Listing Information](#) →

Benefit: Increases consideration and conversion.

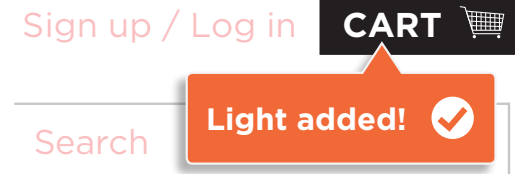
Optimized Checkout

The checkout process appears longer and more daunting than comparable e- com experiences. There are lots of opportunities to streamline and sand down points of friction.



Remove the Cart Summary pop-up. It jarringly takes over the user's experience when adding a product to the cart and can be more disruptive than helpful. Also, it's not attached to the shopping cart.

Try something more subtle, yet that still trains the user where the cart is and informs them of the successful add.



Benefit: Improves conversion rate.

Optimized Checkout

Refine steps to:

- 1 - Shipping
- 2 - Payment
- 3 - Review & Submit



Not necessary to classify as a "step"

Not necessary to classify as a "step"

CREATE AN ACCOUNT

Account creation fields and submit button are excessively large.

Increase email recipients by having the email opt-in selected by default.

FIRST NAME

LAST NAME

EMAIL ADDRESS

Join Our Email List

PASSWORD

CONFIRM PASSWORD

SUBMIT

Benefit: Improves conversion rate.

Optimized Checkout

Shipping

ENTER YOUR SHIPPING INFORMATION

First Name *Required* ✓

Last Name *Required* ✓

Company

Email Address *Required* ✓

Telephone *Required* ⓘ
Please enter a valid phone number. For example 2134567890.

Street Address Line 1 *Required* ✓

Street Address Line 2 ✓

City *Required*

State *Required*

County *Required*

Zip Code *Required*

CONFIRM ADDRESS **CANCEL**

BILL TO THIS ADDRESS

TAX EXEMPT

Stack input fields into a single column so it's easier to sequentially fill

Remain flexible to various phone # input styles


Inconvenient sequencing. Start with Zip and prepopulate City and State fields. "County" unnecessary.

Make sure to have "Bill to this address" on the Billing page

Mobile has fewer perceived steps. No "Confirmation"

CHECKOUT METHOD SHIPPING BILLING & PAYMENT REVIEW

SHIPPING ITEM(S)

ITEM	UNIT PRICE	QUANTITY	SUBTOTAL
	\$299.99	<input type="text" value="1"/>	\$299.99
			<input type="button" value="Update"/>
Replaces 250W 12,400 Lumens LED Premium Wall Pack E-AL3L Series 4000K Dark Bronze			<input type="button" value="[X] REMOVE"/>
SKU: E-AL3L315NZ			
Shipping Method: GROUND			\$15.00
<small>(Orders of \$500 or more ship free)</small>			

CONTINUE

Why can't I change my shipping method?

Benefit: Improves conversion rate.

Optimized Checkout

Billing & Payment treated as two steps even though it's represented as one in the checkout flow.

Consider adding the convenience of digital wallets such as PayPal, Apple Pay and more.



Billing & Payment

BILLING ADDRESS

Choose from address book

First Name *Required*

Last Name *Required*

Company

Email Address *Required*

Telephone *Required*

Street Address Line 1 *Required*

Street Address Line 2

Zip Code *Required*

Sign up for our newsletter

CONFIRM ADDRESS **CANCEL**

CHOOSE YOUR PAYMENT METHOD BELOW.

CREDIT CARD

Credit Card Number *Required*

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Expiration Date *Required*

Month Year

Card Verification Number *Required*

What is this?

Save Payment For Future Use

Benefit: Improves conversion rate.

Optimized Checkout

The Order Review page should look more conclusive, highlight the selected choices for easy validation and have a strong focus on placing the order.


Order Review

[Place Order Now](#)


SHIPPING ITEM(S)

PO Number/Job Name: [Edit Shipping Details](#)

Jordan Clayton (919) 360-7240
300 Harrison Ave. Unit 415
Boston, MA 02118

ITEM	UNIT PRICE	QUANTITY	SUBTOTAL
	\$29.99	1	\$29.99
Replaces 100W 671 Lumens LED Surface Mount Downlight 4" E-T4D Series 3000K White SKU: E-T4D2103WW			[X] REMOVE

BILLING & PAYMENT

 Ending in 4506 Exp 12/2020 [Edit Billing & Payment Details](#)

Billing Address
Jordan Clayton
300 Harrison Ave. Unit 415
Boston, MA 02118

[Place Order Now](#)

ORDER SUMMARY

SUBTOTAL	\$29.99
Estimated Shipping (Ground)	\$5.00
Tax	\$1.87
Total	\$36.86

Have a promo code?

[APPLY](#)


Example of a more simple, sequential format with greater consistency in UI conventions.

ORDER REVIEW


Shipping & Billing Address: [edit](#)

Jordan Clayton
300 Harrison Ave. Unit 415
Boston, MA 02118
(919) 360-7240

Purchase Items: [edit](#)

ITEM	UNIT PRICE
	\$29.99
Replaces 100W 671 Lumens LED Surface Mount Downlight 4" E-T4D Series SKU: E-T4D2103WW	

Payment info: [edit](#)

 Ending in 4506 Exp 12/2020

Billing Address
Jordan Clayton
300 Harrison Ave. Unit 415
Boston, MA 02118

Summary of Costs: [edit](#)

SUBTOTAL	\$29.99
Estimated Shipping (Ground)	\$5.00
Tax	\$1.87
Total	\$36.86

Looks good? [Place Order Now](#)

Benefit: Improves conversion rate.

Build Credibility

Bring more of the security and ratings content forward so new prospects know they've found a trusted vendor. The smaller and less famous the business, the more important it is to establish credibility. Security badges and reassurances are also important during checkout.

Follow up with recent buyers and Incentivize ratings and reviews for key products.

Reviews



Be the first to review this product



"The Perfect Retrofit!"

Average Customer Ratings		
Overall	★★★★★	5.0
Ease of Assembly	★★★★☆	4.7
Ease of Setup	★★★★☆	4.7
Ease of Use	★★★★☆	4.7
Performance	★★★★★	5.0
Quality of Product	★★★★★	5.0
Value of Product	★★★★★	5.0

Promote on homepage and key pages



The homepages of Volt, PROlighting & 1000 Bulbs:



Our homepage security/ratings communication: (hidden in bottom left footer corner)

Strengthen CTAs

Strengthen the calls to action by both emphasizing them visually as well as using stronger verbs and action words (e.g., start, stop, discover, need, free, save, try, get, find, now, today, before, ends).

The screenshot shows the e-conolight website homepage with several key elements:

- Top Navigation:** Links for BLOG | FAQ, ORDER STATUS | MY ACCOUNT | ORDER STATUS | LOG OUT, and phone number 888.243.9445 M-F 6AM-7PM CT.
- Header:** e-conolight logo, tagline "QUALITY PRODUCTS, Affordably Priced.", and a search bar.
- Category Menu:** OUTDOOR LIGHTING, INDOOR LIGHTING, CLEARANCE, LIGHTING LAYOUT TOOL, RESOURCES.
- Promotional Banners:**
 - "20% OFF SITEWIDE WITH PROMO CODE LED89" (Excludes Poles, Bulb Horns, Linear Fluorescent & Clearance Products | Ends 2/7)
 - "WE'RE DROPPING PRICES" banner with a grid of product images.
 - "E-SBA7 Series Floodlight NEMA 7 Distribution NOW \$299.99"
 - "Traditional products, without the traditional price! NOW 40% LESS! SHOP NOW"
- Product Grids:**
 - OUTDOOR BEST SELLERS:**
 - E-WP10 Series LED Outdoor Wall Pack (Replaces 250W | 9,000 Lumens) \$259.99 SHOP NOW
 - E-CC5 Series LED Square Canopy Light (Replaces 100W | 3,600+ Lumens) \$99.99 SHOP NOW
 - INDOOR BEST SELLERS:**
 - E-HLD27 Series Premium LED Linear High Bay (Replaces 6 Lamp-T5HO 54W | 27,000 Lumens) \$299.99 SHOP NOW
 - E-XCL Series LED Exit Sign / Emergency Light with Battery Backup (Double Face) \$29.99 SHOP NOW
- Footer:** About E-conolight, Ordering Information, Customer Service, and a "JOIN OUR MAILING LIST" sign-up form.

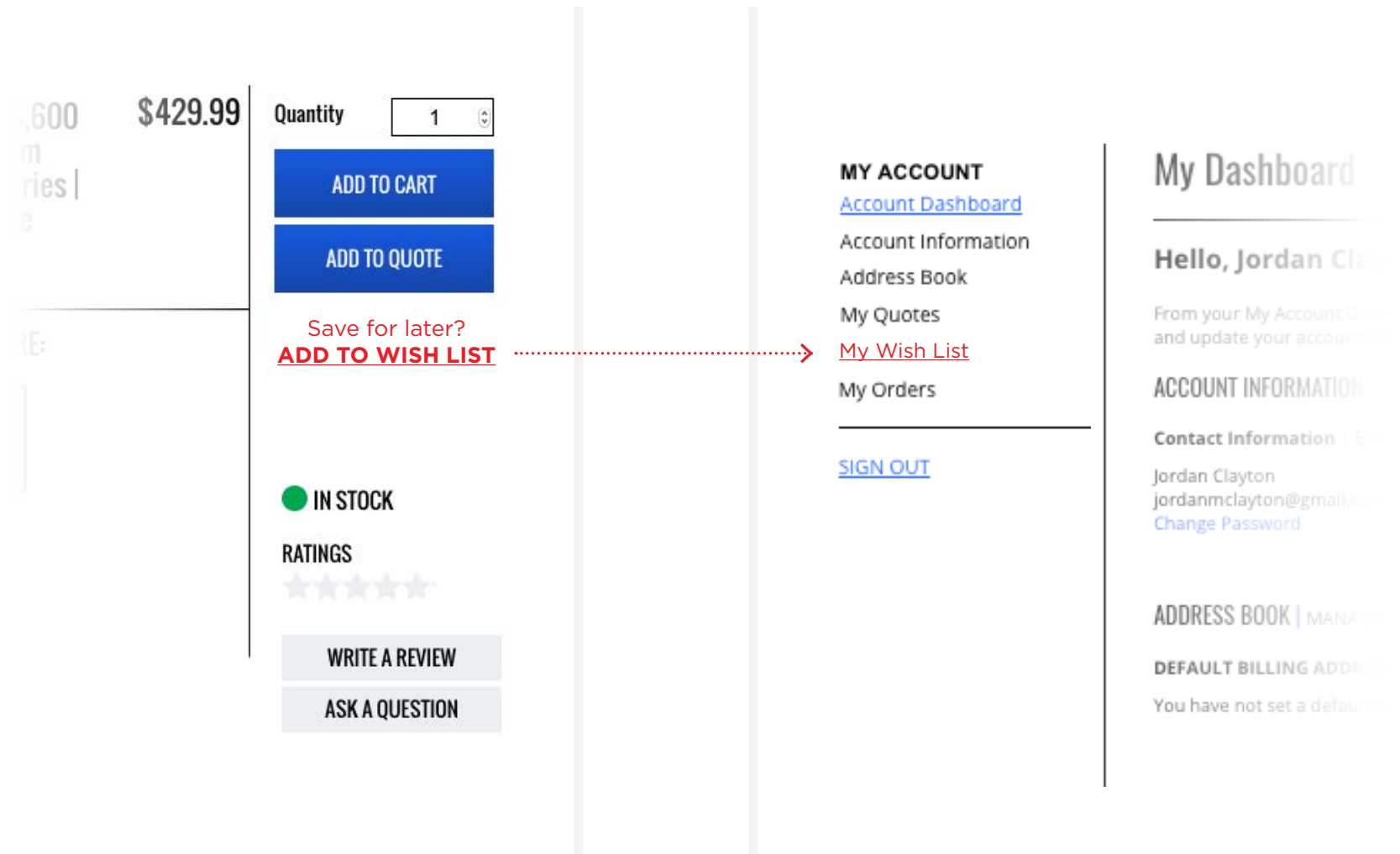
The screenshot shows the "Indoor Lighting" category page with the following structure:

- Header:** "20% OFF SITEWIDE WITH PROMO CODE LED89" (Excludes Poles, Bulb Horns, Linear Fluorescent & Clearance Products | Ends 2/7)
- Breadcrumbs:** Home / Indoor Lighting /
- Section Title:** Indoor Lighting
- Description:** e-conolight offers affordable interior LED lights and other indoor lighting solutions for a variety of commercial and residential applications. From upgrading office lighting to adding extra light to a warehouse, find affordable fixtures that are durable and built to last.
- Product Grid:** A grid of six product images with labels below them:
 - High & Low Bay
 - Troffers
 - Track
 - Surface
 - Recessed
 - Recessed Retrofit Kit

Benefit: Improves consideration and conversion.

Add Wish List Feature

For users who aren't ready to buy yet (30% of all purchases take place after the first visit), incorporate a wish list feature so they can easily save their wants and favorites.



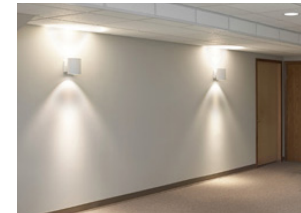
Benefit: Increases retention and conversion of returning users and mobile users.

Embrace Contextual Imagery

Unbury the rich, contextual image content and use it to sell the e-conolight difference and bring the various products to life (resources > applications ideas > subject > images).



✘ Avoid flat, low-res imagery that doesn't highlight the product at its best.




Benefit: Improves sentiment and engagement.

Close the Gap

Small changes in functionality and communication at critical decision points can lead to bigger shifts in perception and habituation.

A) For products that are out of stock, provide a feature that let's users **receive a notification** when its available again.

B) Add an **Autore-order** function to product pages and the checkout flow so users can subscribe to routine orders of routine goods.



OUT OF STOCK
Available 03/29/2017
[Notify me when it's available >](#)

Replaces 400W | 16,300 Lumens
High-Output LED Outdoor Wall Pack
E-WP12 Series | 4000K | Dark Bronze

RATINGS ★★★★★ \$399.99

Autoreorder Every Week ▼
2 Weeks
Month
2 Months
3 Months
6 Months

C) Add communication around the long-term savings and rebate opportunities behind energy-efficient lighting solutions.

The cost to you now: **-\$399.99**

Savings after 6 months: +\$25
1 year: **+\$50**
3 years: **+\$150**
5 years: **+\$250**

How about even more \$avings? Activate an exclusive \$50 rebate here >

Benefit: Increases consideration and conversion.

Guided Selling

Provides a guided-selling search tool for novice prospects who aren't familiar with the technical vernacular of commercial lighting or for those having issues navigating the website.

Status / Sign up / Log in **CART**

LOGO Search

Main Navigation **GUIDE ME**

WHAT ARE YOU LOOKING FOR?

Indoor Outdoor Low Price High Efficiency 10 Watts 100 Watts 200+ Watts

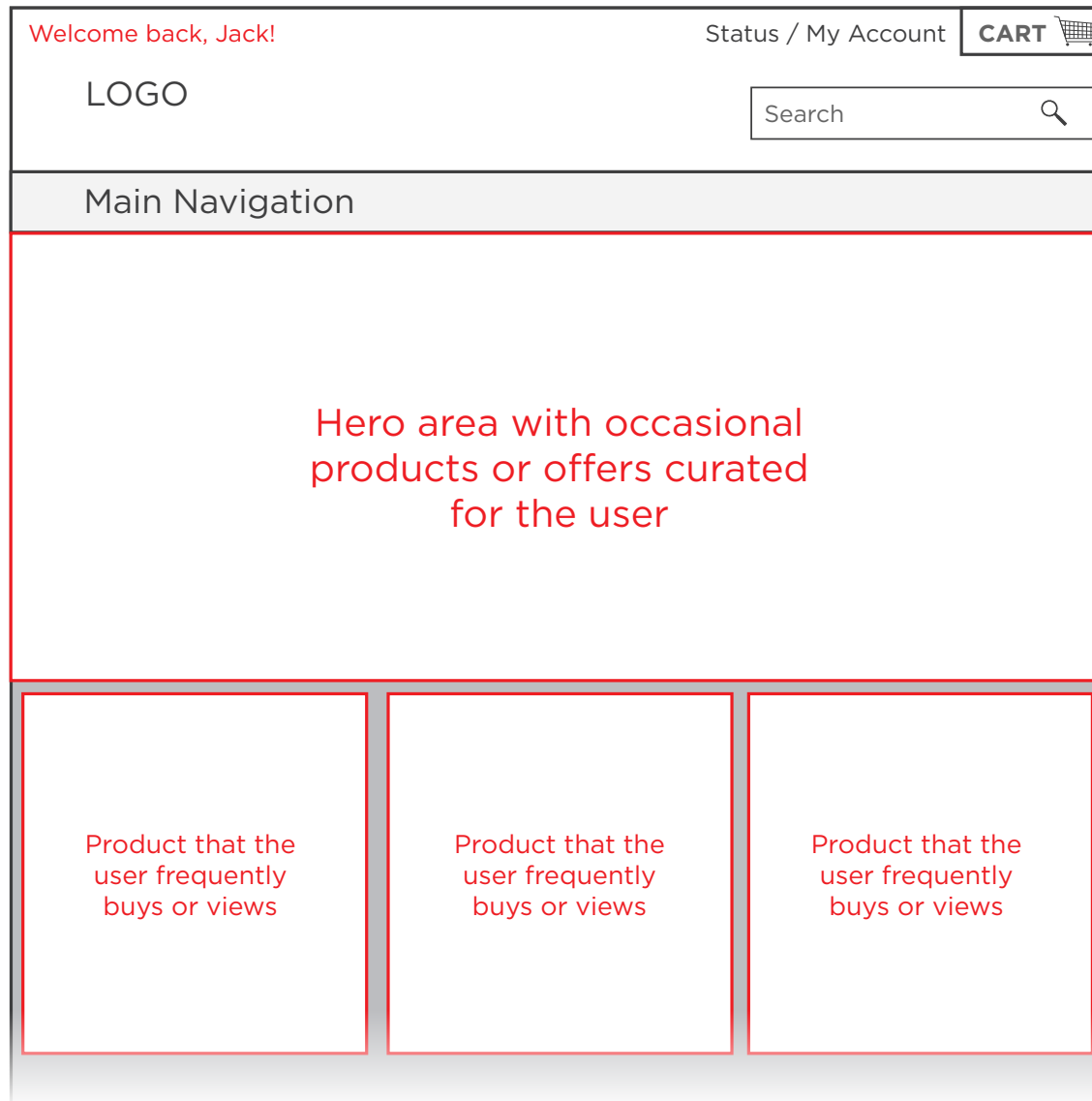
Find Matches

Hero area and body content pushed below

Benefit: Increases engagement, consideration and decreases bounce rate for novice prospects.

Personalization for Logged-in Users

Reward returning users with curated recommendations based on their interests and history.

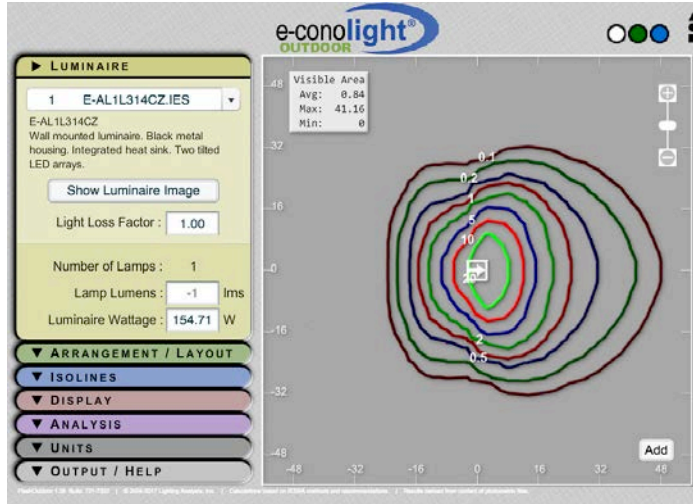


Benefit: Increases retention and engagement.

Refine Exclusive Tools

Improve the usability, design and accessibility to e-conolight's exclusive web tools.

Lighting Layout Tool



EPA Ratings Tool

MAKE SELECTIONS FOR PROJECTED EPA RATING

CHOOSE A PRODUCT
▼

CHOOSE SKU
▼

NUMBER OF FIXTURES
▼

10°
▼

EPA

0.00

Pole Assistance Tool

- Choose how your fixture(s) will be mounted:
 - Top of pole
 - Top of pole with bullhorn
 - Direct to pole

Available Mounting Options

MOUNTING OPTION	CONFIGURATION	SKU
Top of Pole	Welded Single Tenon on Pole	Using Pole Configuration TDB
Top of Pole with Bullhorn	Double Bullhorn @ 180°	E-PT2E180DB
	Triple Bullhorn @ 180°	E-PT3E180DB
	Triple Bullhorn @ 120°	E-PT3E120DB
	Quad Bullhorn @ 180°	E-PT4E180DB
Direct to Pole	Quad Bullhorn @ 90°	E-PT4E090DB
	Direct Arm	E-ACE

**All steel bullhorn tenons measure 2-3/8" O.D. and accommodate an e-conolight adjustable slip fitter. Bullhorns must be purchased separately.*

- Use the Fixture & EPA Ratings Chart to determine fixture & mounting EPA ratings (based on the fixture's tilt).

Fixture and Mounting EPA Ratings

Mount to Top of Pole
(Using Pole Configuration TDB)

WELDED SINGLE TENON ON POLE					
	E-HLB	E-HL9	E-AL1L	E-AL2L	E-SBA
0°	N/A	N/A	0.80	1.03	0.54
10°	0.83	1.22	N/A	N/A	0.73
20°	0.93	1.39	N/A	N/A	0.97
30°	0.97	1.46	N/A	N/A	1.14
45°	0.99	1.50	N/A	N/A	1.31
60°	1.13	1.71	N/A	N/A	1.63
70°	1.19	1.83	N/A	N/A	1.83
80°	1.20	1.85	N/A	N/A	1.95
90°	1.17	1.81	N/A	N/A	2.01

Mount to Top of Pole Using Bullhorn
(Using Pole Configuration TDB)

DOUBLE BULLHORN @ 180°						TRIPLE BULLHORN @ 180°					
	E-HLB	E-HL9	E-AL1L	E-AL2L	E-SBA		E-HLB	E-HL9	E-AL1L	E-AL2L	E-SBA
0°	N/A	N/A	2.60	3.06	2.08	0°	N/A	N/A	4.00	4.69	3.22
10°	2.66	3.44	N/A	N/A	2.46	10°	4.09	5.26	N/A	N/A	3.79
20°	2.86	3.78	N/A	N/A	2.94	20°	4.39	5.77	N/A	N/A	4.51
30°	2.94	3.92	N/A	N/A	3.28	30°	4.51	5.98	N/A	N/A	5.02
45°	2.98	4.00	N/A	N/A	3.62	45°	4.57	6.10	N/A	N/A	5.53
60°	3.26	4.42	N/A	N/A	4.26	60°	4.99	6.73	N/A	N/A	6.49
70°	3.38	4.66	N/A	N/A	4.66	70°	5.17	7.09	N/A	N/A	7.09
80°	3.40	4.70	N/A	N/A	4.90	80°	5.20	7.15	N/A	N/A	7.45
90°	3.34	4.62	N/A	N/A	5.02	90°	5.11	7.03	N/A	N/A	7.63

TRIPLE BULLHORN @ 120°						QUAD BULLHORN @ 180°					
	E-HLB	E-HL9	E-AL1L	E-AL2L	E-SBA		E-HLB	E-HL9	E-AL1L	E-AL2L	E-SBA
0°	N/A	N/A	3.41	4.04	2.84	0°	N/A	N/A	5.50	6.42	4.46
10°	3.68	4.93	N/A	N/A	3.34	10°	5.62	7.18	N/A	N/A	5.22
20°	3.93	5.34	N/A	N/A	3.88	20°	6.02	7.85	N/A	N/A	6.18
30°	4.09	5.60	N/A	N/A	4.32	30°	6.18	8.14	N/A	N/A	6.85

Benefit: Increases engagement and retention.

Tiered Loyalty Program

We can increase our retention by providing a tiered loyalty program and reward those who deserve it most. Every one of our competitors has an email CRM program, PROLighting has a simple "Pro Points" system, but none of them reward their customers by their level of loyalty/spending (like Delta, Starbucks or Zappos do).

MY ACCOUNT

[Account Dashboard](#)

Account Information

Address Book

My Quotes

My Orders

My Rewards

[SIGN OUT](#)

My Dashboard

Hello, Jack!

From your My Account Dashboard you have the ability to view a snapshot of your recent account activity and update your account information. Select a link below to view or edit information.

ACCOUNT INFORMATION

Contact Information | [EDIT](#)

Jordan Clayton
jordanmclayton@gmail.com
[Change Password](#)

Current Rewards Level:

-Silver-

250 pts to next level>

[See Perks & Deals >](#)



ADDRESS BOOK | [MANAGE ADDRESSES](#)

DEFAULT BILLING ADDRESS | [EDIT ADDRESS](#)

You have not set a default billing address.

DEFAULT SHIPPING ADDRESS | [EDIT ADDRESS](#)

You have not set a default shipping address.

WHERE WE ARE
AND WHERE WE'RE
GOING

What's Next

WE ARE
NOW HERE



- SWOT Take-aways
- Personas & Strategy
- Design Principles & Recos

Thank You!

| E-CONOLIGHT

RIVERS
agency

Appendix

Key Site Analytics

ANALYTICS based on stats from Aug 1, 2016 - Jan 31, 2017

GENERAL:

- Visitor Breakdown: New: **49.5%**, Returning: **50.5%**
- Bounce Rate: **45.11%**
- Active Daily Users: **3,845**
- Highest Traffic Days: Mondays & Wednesdays (8 am-3 pm)
- Lowest Traffic Days: Weekends (traffic drops by 50%)
- Avg. Page Views: 4.04 (New: 3.62, Returning: 4.64)
- Avg. Duration: 3:58 (New: 2:56, Returning: 4:58)

COMMERCE:

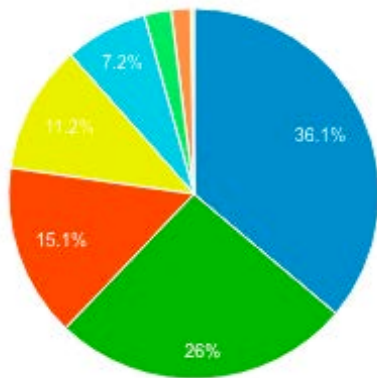
- E-com Conversion Rate Avg: **4.81%** (Returning: 6.82%, New: 2.75%)
- For Transactions: **72%** are Returning Visitors and **28%** are New Visitors
- Avg. Order Value: **\$711.50**

DEVICES:

- Usage: Desktop: **66%**, Mobile: **25%**, Tablet: **9%**
- Bounce Rate is **2x** Higher on Desktop than Mobile and Tablet
- **91%** of Transactions Occur on Desktop

Traffic Sources:

1.	■ Paid Search	36.13%
2.	■ Organic Search	26.02%
3.	■ Email	15.11%
4.	■ Direct	11.19%
5.	■ Display	7.21%
6.	■ Social	2.36%
7.	■ Referral	1.69%
8.	■ (Other)	0.29%



Top Search Queries:

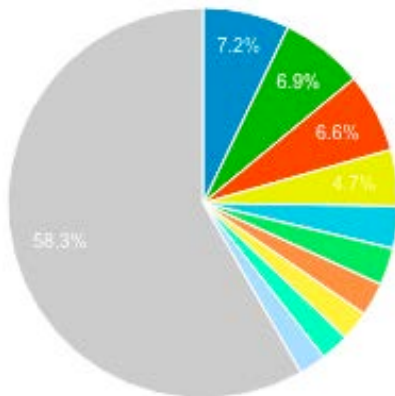
1. econolight
2. e conolight
3. econolite
4. led flood lights
5. econo light
6. emergency lights
7. recessed lighting
8. ruud lighting
9. led wall pack
10. econo lights
11. led shop lights
12. led can lights
13. led lights
14. led recessed lighting
15. led garage lights
16. e conolight com
17. emergency lighting
18. under cabinet lighting
19. econo lighting
20. emergency light

Top Keywords:

1. econolight
2. e conolight
3. +led +replacement
4. econolite
5. led floodlight
6. econo light
7. +led +high +bay
8. led wall pack
9. +emergency +lights
10. +exterior +led +lighting

Page Views:

1.	■ /	7.16%
2.	■ /catalogsearch/result/	6.87%
3.	■ /cat_Outdoor Lighting	6.57%
4.	■ /cat_Outdoor Lighting/grp_Flood & Area	4.65%
5.	■ /cat_Outdoor Lighting/grp_Wall Pack	3.49%
6.	■ /customer/account/login	3.10%
7.	■ /cat_Indoor Lighting	2.75%
8.	■ /cat_Indoor Lighting/grp_High & Low Bay	2.45%
9.	■ /checkout/onepage/	2.39%
10.	■ /checkout/cart/	2.24%



Time to Purchase:

Days to Transaction	Transactions	Percentage of total
0	26,066	69.31%
1	755	2.01%
2	468	1.24%
3	360	0.96%
4	330	0.88%
5	329	0.87%
6	338	0.90%
7-13	1,554	4.13%
14-20	1,057	2.81%
21-27	861	2.29%
28+	5,488	14.59%

Top Products Purchased:

Product	Quantity	% Quantity
1. LED Standard Emergency Light with Two Adjustable Heads E-XML Series 5000K White	15,296	4.22%
2. LED Exit Sign / Emergency Light with Battery Backup (Double Face) E-XCL Series 5000K Red Letters	14,343	3.96%
3. LED Low-Profile Emergency Light E-XML Series 5000K White	7,851	2.17%
4. Replaces 100W 3200 Lumens LED Outdoor Wall Pack E-WP8 Series 5000K Dark Bronze	7,121	1.96%
5. LED Exit Sign with Battery Backup (Double Face) E-XPL Series Red Letters	6,870	1.89%
6. Replaces 65W 800 Lumens LED Recessed Retrofit Kit 5" & 6" E-T6C Series 3000K White	5,988	1.65%
7. Photocell - Button, 120V	5,976	1.65%
8. Replaces 175W 6650 Lumens LED Dusk to Dawn E-DD1L Series 5000K Gray	4,859	1.34%
9. Replaces 100W 2900 Lumens LED Outdoor Wall Pack E-WP8 Series 4000K Dark Bronze	3,552	0.98%
10. Replaces 175W 5300 Lumens LED Dusk to Dawn E-DD1L Series 4000K Gray	3,501	0.97%

STRENGTHS

- + Clear focus on quality and affordability
- + Unique "Lighting Layout Tool"
- + 360° product rotation
- + Obvious indicators for what is and isn't in stock
- + Live chat

WEAKNESSES

- Broken layout and content grid slow down reading speed and comprehension
- Color intensity and typographic treatment isn't optimized for scanning and easy comprehension
- "Lighting Layout Tool" is for experts only
- Lack of supporting visuals, graphics and icons
- Cart lacks emphasis
- Two more perceived steps at checkout

e-conolight

The screenshot displays the e-conolight website homepage. At the top, a blue navigation bar contains links for 'BLOG | FAQ', 'LOGIN | CREATE ACCOUNT', and the phone number '888.243.9445 M-F 6AM-7PM CT'. The main header features the e-conolight logo, the slogan 'QUALITY PRODUCTS, Affordably Priced.', and a search bar with 'Items in cart: (0)'. Below this is a secondary navigation bar with categories: 'OUTDOOR LIGHTING', 'INDOOR LIGHTING', 'CLEARANCE', 'LIGHTING LAYOUT TOOL', and 'RESOURCES'. A promotional banner reads 'KEEPS GETTING BETTER - 15% OFF WITH PROMO CODE* NEW15' with a note '* On All Lighting & Accessories, some exclusions apply'. The main content area includes a 'NEW' banner for 'Prime Chime Doorbells' starting at \$34.99, a 'SHOP NOW' button, and a 'NEW' banner for 'E-TBB SERIES LED Architectural Troffers' priced from \$129.99 to \$159.99. A 'SHOP OUR BEST SELLERS' section features 'LED Outdoor Wall Pack', 'LED Square Canopy Light', and 'Premium LED Linear High Bay'. A mobile view overlay on the right shows a simplified version of the site with a search bar, a 'GO' button, and a 'SHOP NOW' button for the doorbells. The URL 'e-conolight.com/catalogsearch/result/?q=e-tbb' is visible at the bottom left of the screenshot.

Giving users a good lighting deal

<https://www.e-conolight.com/>

STRENGTHS

- + Provides helpful visual thumbnails in navigation
- + Upon scrolling, header shrinks and sticks to top to provide consistent help
- + "Add to favorites" function to encourage repeat buying
- + Integrates user-generated product content onto the website
- + Browsing history tracker
- + Dynamic search field

WEAKNESSES

- Readability and button size issues on mobile
- Site layout breaks on smaller browser sizes
- Grid-view layout makes it hard to scan content

Prolighting.com

The screenshot displays the Prolighting.com website. The desktop version at the top has a navigation bar with the PRO Lighting logo, contact information (1-877-852-9373), and links for HELP, REWARDS, LOGIN, and CART. Below this is a blue 'DEPARTMENTS' menu with categories like Commercial Lighting, LED Retrofit Department, Light Bulbs, Indoor Lighting, Outdoor Lighting, Lighting Controls, Ballasts & Drivers, Emergency / Exit, Other Components, Applications, Brands, and CLEARANCE. A search bar is present with the text 'Search By SKU or Keyword'. A large banner for 'PRO Rewards' promotes earning rewards for purchases, with a table showing: SPEND \$1.00, EARN 1 PROPoint, REDEEM 100 PROPoints, and DISCOUNT \$1.00. Below the banner is a 'Trending Now' section with four product thumbnails. A mobile view is overlaid on the right, showing a similar layout but with a broken grid and smaller text, illustrating the weakness of the grid-view layout on mobile devices.

Lighting basics, nothing fancy

<https://www.prolighting.com/>

STRENGTHS

- + Contextual imagery and "Inspiration Gallery" add richness to site content and communication
- + Bold and differentiating brand elements
- + Provides useful "Resource Center" of how-to content for DIYers. Infographics.
- + Highlights benefits and claims to have "Best Service in the Industry"
- + Quick-order functionality

WEAKNESSES

- Poor readability, alignment and button sizing on mobile
- Occasional broken/buggy layouts and overlays
- The high-contrast black/white/yellow can be overbearing
- No type-ahead search

Voltlighting.com

VOLT
FACTORY DIRECT STORE

Search...

Login | Sign Up Quick Order \$0.00

PROFESSIONAL QUALITY LANDSCAPE LIGHTING

NEED HELP? 813-978-3700 M-F 8am to 8pm EST | Sat. & Sun. 10am to 6pm

LANDSCAPE LIGHTING FIXTURES LANDSCAPE LIGHTING ACCESSORIES INDOOR LIGHTING BUZZ PHOTO GALLERY RESOURCE CENTER

BEST SERVICE IN THE INDUSTRY

- Superior Customer Support**
Open 7 Days a Week
Mon - Fri 8am - 8pm EST
Sat - Sun 10am - 6pm EST
- Best Reviews in the Industry**
4.9 Average Star Rating
5,000+ Reviews from Google Trusted Stores
- Same Day Shipping**
24 - 48hr Delivery for Most Locations
Multiple Shipping Locations
Order Before 5 PM EST

NEW FROM VOLT!
Introducing the Modernelle Path & Area Light

LEARN MORE

DISCOVER A NEW WAY TO CONNECT
VOLT® PRO MICRO-JUNCTION DIRECT BURIAL CONNECTOR

READ ABOUT VOLT UL LISTINGS

RESOURCE CENTER
LEARN HOW TO SELECT, INSTALL, & MAINTAIN LANDSCAPE LIGHTING

Factory Direct
Lowest Prices

Top-Rated
Customer Reviews

Fast Delivery
Ships Same-Day

SHOP PROFESSIONAL QUALITY LANDSCAPE LIGHTING

VIEW ALL 12V FIXTURES

BEST SERVICE IN THE INDUSTRY

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Open 7 Days a Week
Mon - Fri 8am - 8pm EST
Sat - Sun 10am - 6pm EST
- Best Reviews in the Industry**
4.9 Average Star Rating
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Order Before 5 PM EST

NEW FROM VOLT!
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DISCOVER A NEW WAY TO CONNECT
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READ ABOUT VOLT UL LISTINGS

RESOURCE CENTER

Lighting for the DIY mentality

<http://www.voltlighting.com/>

STRENGTHS

- + Obvious credibility, security badges and warranty info upfront
- + Useful explanatory video content
- + Exposed side navigation makes site contents obvious
- + Strong content marketing and YouTube channel (utility, entertainment and sales)

WEAKNESSES

- Disorganized and unfocused homepage layout
- Major bugs in responsive browser formatting
- Inconsistent design patterns and image treatment
- No live chat

1000bulbs.com

The screenshot displays the 1000bulbs.com website homepage. At the top, a red navigation bar contains the phone number 1-800-624-4488, links for Clearance, Coupons, Shop By Brand, and All Categories, and the operating hours Mon - Fri 7am to 7pm CST. Below this is the 1000Bulbs logo, a search bar, and a 'Sign In' button. A 'Trending Searches' section lists items like '\$6.99 LED T8s' and '\$3.99 LED BR30'. The main content area features a large banner for 'TRANSFORM YOUR PROJECTS WITH ROPE & TAPE LIGHT' with sub-images for TV BACKLIGHTING, CABINET LIGHTING, RECESSED, and STAIRS. Below the banner are three promotional tiles: 'INTRODUCING VINTAGE FILAMENT LED BULBS' with a 'SHOP NOW' button, a 'CLEARANCE SALE' with a shopping bag icon, and a 'LED' tile. On the left, a dark sidebar lists 'PRODUCT CATEGORIES' including LED Bulbs, Light Bulbs, Christmas, Light Fixtures, Ballasts / Drivers, Electrical, Rope / Tape Light, Horticulture Supplies, Exit / Emergency, Smoke Detectors, Batteries, Landscape Lighting, Home Decor, Plastics & Glass, and Specialty Items. An inset shows the mobile version of the site, highlighting the 'Trending Searches' and 'Top Light Bulb Categories' sections.

Lighting, gadgets and decor-related goods

<https://www.1000bulbs.com/>

STRENGTHS

- + Simple mobile site that puts lighting front and center
- + Navigation items collapse under singular button on subpages. Fine-tuned product filtering
- + Content and functionality focused more on assisting professionals
- + Autoreorder and dynamic search

WEAKNESSES

- Immediate landing experience requests sign-in
- Not lighting focused. Provides shallower content
- Lacks design differentiation between features, functionality and typography
- Only ships specific quantities

Grainger.com

The screenshot displays the Grainger.com website interface. At the top, there are navigation links for 'My Account', 'Order History', 'Lists', and 'Special Order Quotes'. The main header features the Grainger logo and navigation options like 'General Catalog', 'Find A Branch', 'Services', 'Solutions', and 'Worldwide'. A search bar is prominently displayed with a 'SEARCH' button. Below the search bar, there are sections for 'SIGN IN' and 'REGISTER WITH GRAINGER'. The 'SIGN IN' section includes fields for 'User ID' and 'Password', along with links for 'Forgot your User ID?' and 'Forgot your Password?'. The 'REGISTER WITH GRAINGER' section lists benefits such as faster ordering options, personal lists, customized account information, and order history tracking. A sidebar on the left lists various product categories, including 'Purchased Products', 'Digital Catalogs', 'Replacement Parts', and numerous sub-categories like 'Abrasives', 'Adhesives, Sealants and Tape', 'Cleaning and Janitorial', 'Electrical', 'Electronics, Appliances, and Batteries', 'Fasteners', 'Fleet and Vehicle Maintenance', 'Furniture, Hospitality and Food Service', 'HVAC and Refrigeration', 'Hardware', 'Hydraulics', 'Lab Supplies', 'Lighting', 'Lubrication', 'Machining', 'Material Handling', 'Motors', 'Office Supplies', 'Outdoor Equipment', 'Paint, Equipment and Supplies', 'Plumbing', 'Pneumatics', and 'Power Transmission'. A central banner promotes 'UP TO 50% OFF SELECT BARE TOOLS' with an image of power tools. Below this, there are sections for 'NEW PRODUCTS', 'HOT BUYS', and 'CLEARANCE'. A mobile app promotion is overlaid on the right side, encouraging users to 'Get the Free Mobile App' and listing categories like 'HVAC and Refrigeration', 'Lighting', and 'Safety'. The mobile app interface also shows navigation options like 'See All Products', 'Find A Branch', 'Go Mobile - Here's Why!', and 'My Account'.

For professionals who like getting their hands dirty

<https://www.grainger.com/>

STRENGTHS

- + Product pages show how many are in stock in store. Free in-store pickup
- + Modern UI with clean layouts, iconography, and subtle transitions that help guide user
- + Anticipates user needs well through filling default fields and error prevention
- + Dynamic search
- + Contextual image views
- + Considered to have the #2 best checkout flow by Baymard Institute

WEAKNESSES

- Not lighting focused. Provides shallower content
- No gifting option
- Confusing shipping vs. pick-up options require an extra step

Homedepot.com

The screenshot displays the Homedepot.com website interface. At the top, there is a navigation bar with links for Store Finder, Truck & Tool Rental, Pro Xtra, Gift Cards, Credit Services, Track Order, and Help. Below this, the main header includes the Homedepot logo, a location indicator for Reading, MA, a search bar with the placeholder text "What can we help you find today?", and links for My Account and Cart (0 items). A secondary navigation bar lists All Departments, DIY Projects & Ideas, Home Services, Local Ad, and Specials & Offers. A prominent orange banner reads "Nobody Beats Our Prices. Guaranteed. >". The main content area features a large banner for "LOVE THE ADDED STORAGE & SAVINGS" with a sub-headline "Save up to 40% on bath vanities" and a "Valid until 3/9" note. A "Shop Bath Event Savings" button is positioned below the banner. Below the main banner, a "SPECIAL BUY OF THE DAY" section highlights "ONE-DAY ONLINE-ONLY OFFERS - NEW EVERY DAY" with the text "Shipping included. Here today, gone tomorrow. While supplies last." A mobile view overlay on the right side shows a simplified version of the site with a search bar, navigation icons, and a smaller version of the bath vanity banner.

Project-focused goods - contractor friendly

<http://www.homedepot.com/>

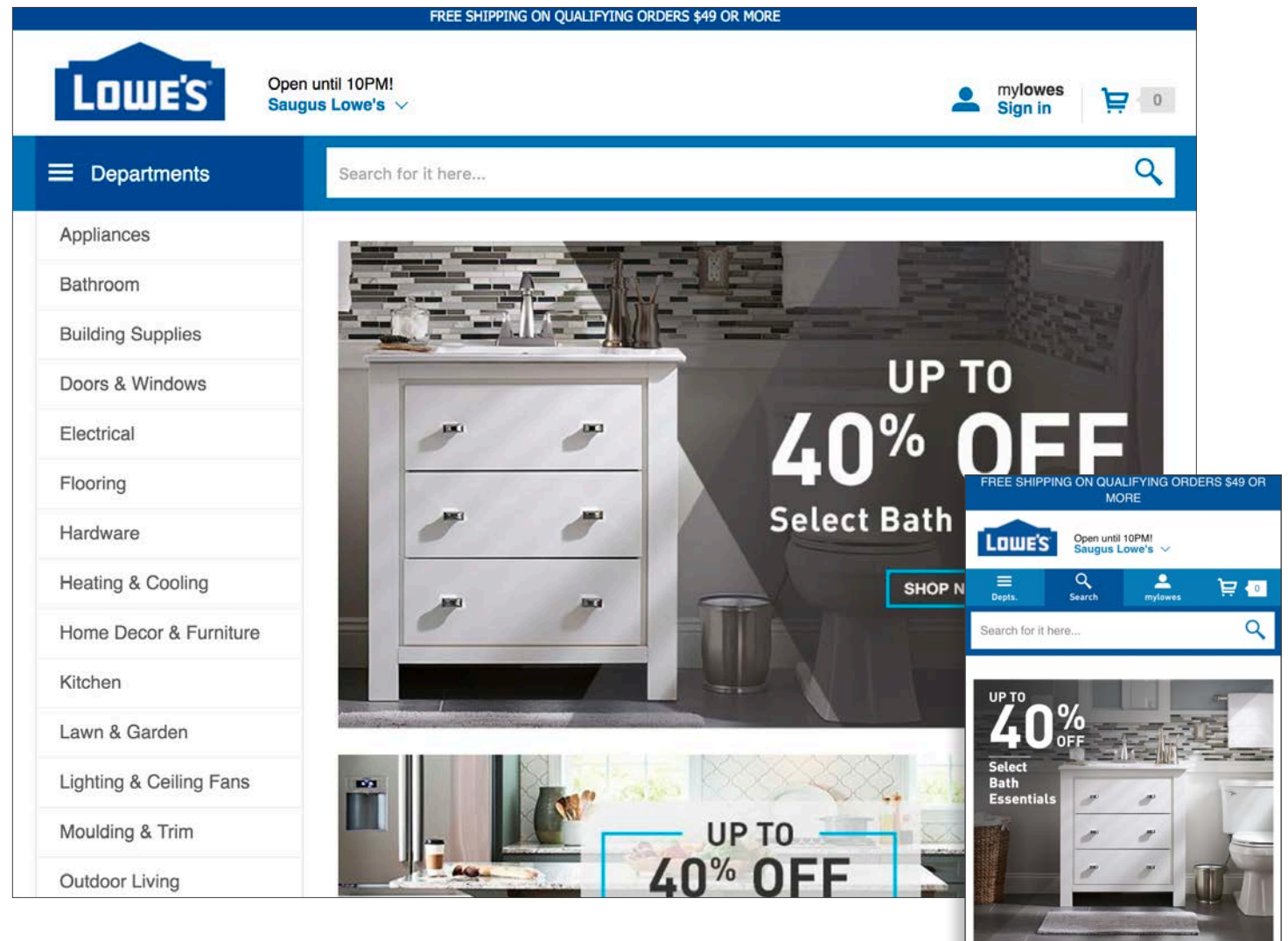
STRENGTHS

- + Navigation items collapse under singular button on subpages
- + Clean and easy-to-navigate layout & dynamic search
- + Easy sharing options on product pages
- + Provides a curated resource of related and influential blogs
- + Has "Get Inspired" content at the bottom of category pages

WEAKNESSES

- Not lighting focused
- Layout breaks at different browser sizes
- Site ads lack polish and are placed haphazardly throughout interface
- No centralized area for how-to content

Lowes.com

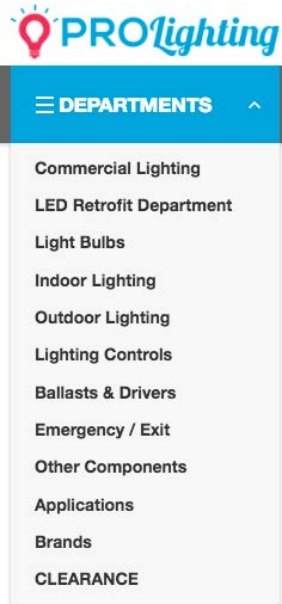


Project-focused goods and inspiration

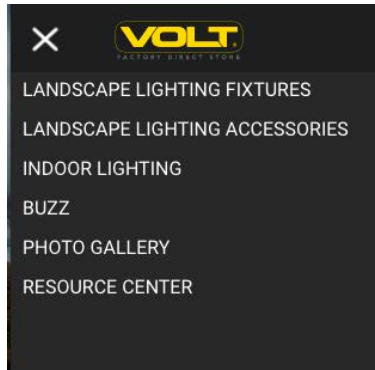
<https://www.lowes.com/>

Content & Nav Hierarchy

PROLIGHTING



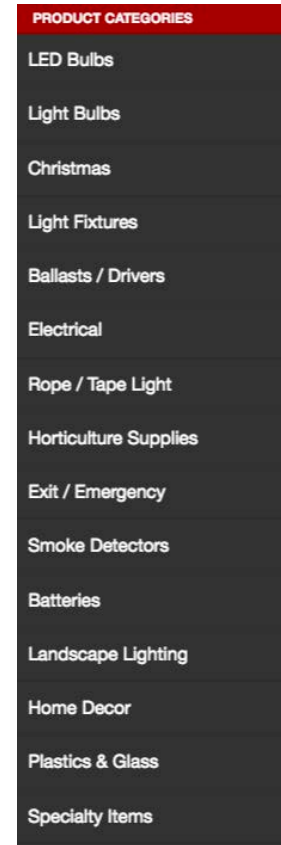
VOLT LIGHTING



GRAINGER



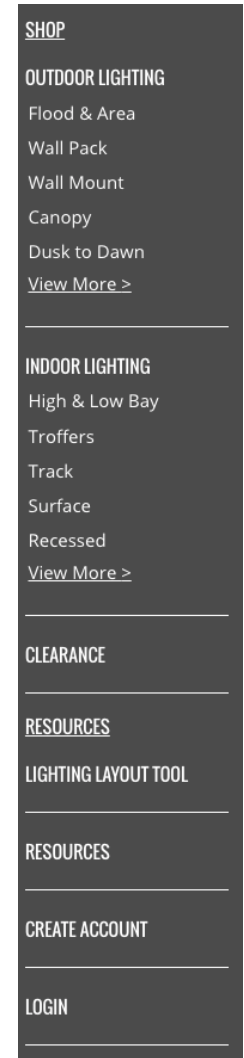
1000 BULBS



LOWE'S



E-CONOLIGHT




HOME DEPOT

All Departments DIY Projects & Ideas Home Services
















- Appliances
- Bath & Faucets
- Blinds & Decor
- Building Materials
- Doors & Windows
- Electrical
- Flooring & Area Rugs
- Hardware
- Heating & Cooling
- Kitchen
- Lawn & Garden
- Lighting & Ceiling Fans**
- Outdoor Living
- Paint
- Plumbing
- Storage & Organization
- Tools

- Lighting & Ceiling Fans
- Ceiling Fans & Accessories
- Outdoor Lighting
- Ceiling Lights
- Hanging Lights
- Wall Lighting
- LED Light Fixtures
- Commercial Lighting
- Under Cabinet Lighting
- Light Bulbs
- Indoor Lighting Accessories
- Lamps & Shades
- View All Lighting & Ceiling Fans

Social/Content Marketing Stats

 = High Engagement

1. Audience size
2. Content focus
3. Post frequency
4. Engagement

COMPANY							
	<ul style="list-style-type: none"> •9,030 followers •Deals & news •Weekly posts •Low engmnt 	<ul style="list-style-type: none"> •1,890 followers •Inspiration & deals •Daily posts •Low. engmnt 	<ul style="list-style-type: none"> •13,105 followers •Deal focused •Weekly posts •Low engmnt 	<ul style="list-style-type: none"> •147,700 followers •Inspiration, utility & deals •Daily posts •Med. engmnt 	<ul style="list-style-type: none"> •194,000 followers •Inspiration & utility •Posts 3x per week •Low. engmnt 	<ul style="list-style-type: none"> •2.7MM followers •Inspiration & utility •Posts 2x per week •High engmnt 	<ul style="list-style-type: none"> •3.8MM followers •Inspiration & utility •Posts 3x per week •High engmnt
	<ul style="list-style-type: none"> •255 followers •Deals & products •Weekly posts •Low engmnt 	<ul style="list-style-type: none"> •170 followers •Deal focused •Monthly posts •Low engmnt 	<ul style="list-style-type: none"> •445 followers •Deal focused •Monthly posts •Low engmnt 	<ul style="list-style-type: none"> •6,300 followers •Inspiration-focused •Daily posts •Low engmnt 	<ul style="list-style-type: none"> •24,400 followers •Inspiration, utility & news •Daily posts •Med. engmnt 	<ul style="list-style-type: none"> •347,000 followers •Inspiration & news •Daily posts •High engmnt 	<ul style="list-style-type: none"> •246,000 followers •Inspiration, entertainment & news •Daily posts •Med. engmnt
	<ul style="list-style-type: none"> •22 subscribers •Utility focused •1 video •13,150 views 	X	<ul style="list-style-type: none"> •715 subscribers •Utility-focused •30 videos total •907,000 views 	<ul style="list-style-type: none"> •1,310 subscribers •Utility-focused •1,080 videos total •2.8MM views 	<ul style="list-style-type: none"> •3,860 subscribers •Inspiration & utility •720 videos total •4.6MM views 	<ul style="list-style-type: none"> •133,600 subscribers •Inspiration & utility •1,380 videos total •60MM views 	<ul style="list-style-type: none"> •266,800 subscribers •Inspiration & utility •770 videos total •97MM views
	X	<ul style="list-style-type: none"> •315 followers •User-gen & product focused •Posts 2x per week •Med engmnt 	<ul style="list-style-type: none"> •200 followers •Deals & news •7 posts total •Low engmnt 	<ul style="list-style-type: none"> •920 followers •Inspiration-focused •Stopped 2015 •Med engmnt 	<ul style="list-style-type: none"> •4,300 followers •Inspiration focused •Posts 3x week •Low engmnt 	<ul style="list-style-type: none"> •313,000 followers •Inspiration & utility •Posts 2x week •High engmnt 	<ul style="list-style-type: none"> •365,000 followers •Inspiration & utility •Posts 3x week •High engmnt
	X	<ul style="list-style-type: none"> •2 followers •Product focused •14 pins •No engmnt 	X	<ul style="list-style-type: none"> •4,100 followers •Inspiration/product focused •4,700 pins •Low engmnt 	X	<ul style="list-style-type: none"> •552,100 followers •Inspiration & product focused •4.6MM pins •High engmnt 	<ul style="list-style-type: none"> •3.4MM followers •Inspiration & product focused •981,500 pins •High engmnt
	X	<ul style="list-style-type: none"> •100 followers •18 updates •Low engmnt 	<ul style="list-style-type: none"> •265 followers •1 update •No engmnt 	<ul style="list-style-type: none"> •935 followers •125 updates •Low engmnt 	<ul style="list-style-type: none"> •90,000 followers •223 updates •Med. engmnt 	<ul style="list-style-type: none"> •267,100 followers •295 updates •High engmnt 	<ul style="list-style-type: none"> •184,100 followers •232 updates •Med. engmnt
	<ul style="list-style-type: none"> •42 followers •Stopped 2014 •Low engmnt 	<ul style="list-style-type: none"> •29 followers •1 post total •No engmnt 	<ul style="list-style-type: none"> •6 followers •1 post total •No engmnt 	<ul style="list-style-type: none"> •1,180 followers •Posts x2 per week •Low engmnt 	<ul style="list-style-type: none"> •2,100 followers •Product & utility •Stopped 2015 •Low engmnt 	<ul style="list-style-type: none"> •996,100 followers •Inspiration & utility focus •Posts x2 per week •Med. engmnt 	<ul style="list-style-type: none"> •1MM followers •Inspiration, entertainment & utility •Stopped 2015 •Med. engmnt
	<ul style="list-style-type: none"> •Utility focused •Stopped Sept 2016 	<ul style="list-style-type: none"> •Utility & product focused •Posts weekly 	X	<ul style="list-style-type: none"> •Utility & inspiration focused •Posts 2x per week 	<ul style="list-style-type: none"> •Inspiration & utility focused •Posts every other month 	<ul style="list-style-type: none"> •Inspiration, utility & product focused •Posts weekly 	X
OVERALL	Focus on deals and minor utility. No videos. Only Facebook and Twitter are active/used.	Deal & product focus. No video or how-to content. Minor user-gen & company content.	Deal & utility focused. Investing in YouTube channel. Same content re-used.	More inspiration. Higher engagement. across allchannels. Not just lighting.	Celebrate the people behind the projects. Focused on quality video content. Focus on the main social channels.	Heavy on inspiration and how-to. Focus on "home projects." Highly engaged audience. Broad focus.	Content is very custom and creative. Highly engaged audience. Focus on "home projects." Has unique Vine account.

UX Evaluation Criteria

- **User Value** - Why would the user care about this? What sticks/carrots hinder or help their experience? What do they want to know, feel and do?
- **Differentiation** - How is this experience unique, valuable and memorable?
- **Hierarchy** - What's the main focus and priorities of the experience and its components?
- **Navigation** - How do people take control, navigate, and access what they're looking for?
- **Flow** - How do users move through the different pathways of the system?
- **Language** - How is the user spoken to? What's being said? And with what tone?
- **Content** - What kind of content is used for communication and how?
- **Utility** - What unique features, tools, resources and affordances are provided to assist the user?
- **Simplicity** - What is the range of variety, depth and breadth of design elements? Info overload?
- **Accessibility** - How does this cater to a range of different users with differing abilities?
- **Interactivity** - How are the users guided and stimulated via interactive cues, transitions, feedback and troubleshooting?
- **Aptitude** - Is this experience geared more for beginners, intermediate or experts in the area?
- **Time** - How long are users expected to spend on this experience?
- **Responsiveness** - How does this work across different contexts and devices?
- **Personalization** - How does this experience cater to a specific user? How does it learn and grow over time?
- **Aesthetics** - How does this stimulate the senses to communicate what is needed for the user and brand?
- **Consistency** - What is consistent/inconsistent throughout the experience?
- **Credibility** - Is this experience noted as reliable, safe and trustworthy?

Lead Generation Best Practices

- **DRIVE ACTION**

- Make CTAs obvious across user's journey.
- Provide clear, accessible contact information.
- Use powerful action verbs to encourage desired user action.
- Incentivize prospects to give their contact info (for exclusive content, white papers, tools, tips, etc).
- Make key conversion points and lead gen forms easily accessible throughout experience.

- **CREATE EASE**

- Provide clean and consistent navigation and functionality.
- Increase comprehension by limiting choices, embracing white space and increasing text contrast.
- Be polite in language and interactivity.
- Explicitly organize and differentiate information.
- Be relatable and speak the user's language.

- **DEMONSTRATE VALUE**

- Explain the key benefits of the product or service.
- Highlight prices and special offers.
- Provide explicit details, examples and comparisons.
- Establish credibility by sharing testimonials and acclaim.
- Provide personalization when possible (without being creepy).
- Maximize content quality and consistency.
- Provides balance, alignment and consistency of content.
- Provide deeper info for interested users who want to explore and learn more.

- **Optimize Continuously**

- Test, test, test: A/B test various options on real users to maximize chances of success.
- Use every touchpoint as an opportunity to provide value. Optimize the entire process from lead capture > qualification > nurturing > conversion > retention.

SOURCES:

<http://unbounce.com/lead-generation/32-lead-generation-tactics/>

<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

<https://vtldesign.com/web-strategy/online-lead-generation-through-your-website/>

<https://blog.kissmetrics.com/lead-generating-website/>

<http://adage.com/article/btob/practices-3-pillars-lead-generation/290047/>

<https://vwo.com/blog/conversion-optimization-best-practices/>

UX/UI Design Trends

- **Responsiveness** - effective formatting and task flow across major device and browser dimensions.
- **Flat Design** - removing unnecessary ornamentation that could potentially create visual noise or distraction (shadows, reflections, gradients, borders, etc.).
- **Microinteractions** - leveraging every interactive detail as an opportunity to demonstrate our thoughtfulness and consideration.
- **Large-format Imagery** - embracing larger and higher-quality photography and graphic imagery.
- **Background Animation/Video** - showing subtle animation or video for key background areas (versus static color or imagery).
- **Story-driven and contextual content** - providing content that sets the context and story around the product (embracing a more needs-based approach).
- **Personalization** - custom content curation based on user's previous behavior (via cookies or tracking while logged in).
- **Optimized Typography** - refining font choices, kerning, leading, paragraph width and negative space to maximize content comprehension.
- **Embracing Iconography** - incorporating iconography to simplify text, imagery and navigation.
- **Longer Scrolling** (where relevant) - embracing longer pages and providing navigation up and down the page.
- **Motion and Transitions** - using motion and depth to bridge distinct areas, interactions, and content states (material design).
- **Modular Card Formatting** - formatting content into modular cards for better scale, customization and adaptability.
- **Minimal Form Fields** - only asking users for the essential (e.g. username = email address, single password fields).
- **Meaningful Gamification** - incorporating microincentives and thoughtful mechanics for tedious on-line tasks.
- **Speed, speed, speed** - optimizing load time and making every millisecond count. Don't make the user wait.
- **Consistency across Platforms** - preventing unnecessary variation among branding elements.

SOURCES:

<http://www.awwwards.com/free-e-book-ux-design-trends-2015-2016.html>

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<http://usabilitygeek.com/10-ux-design-trends-2015/>

<http://uxmag.com/articles/the-top-ux-predictions-for-2016>

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The 10 Usability Heuristics of UX

- **Visibility of system status** - The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time frame.
- **Match between system and the real world** - The system should speak the user's language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- **User control and freedom** - Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- **Consistency and standards** - Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- **Error prevention** - Even better than good error messages is a careful design that prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
- **Recognition rather than recall** - Minimize the user's memory load by making objects, actions and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
- **Flexibility and efficiency of use** - Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- **Aesthetic and minimalist design** - Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Help users recognize, diagnose and recover from errors** - Error messages should be expressed in plain language (no codes), precisely indicate the problem and constructively suggest a solution.
- **Help and documentation** - Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out and not be too large.

SOURCES:

<https://www.nngroup.com/articles/ten-usability-heuristics/>

<https://medium.com/ux-planet/golden-rules-of-user-interface-design-19282aeb06b#h59gdys5b>

BOOK:
DESIGNING THE
USER INTERFACE,
AUTHOR: BEN
SHNEIDERMAN

8 Golden Rules of Interface Design

- **Strive for consistency** - Consistent sequences of actions should be required in similar situations; identical terminology should be used in prompts, menus and help screens; and consistent commands should be employed throughout.
- **Enable frequent users to use shortcuts** - As the frequency of use increases, so do the user's desires to reduce the number of interactions and to increase the pace of interaction. Abbreviations, function keys, hidden commands and macro facilities are very helpful to an expert user.
- **Offer informative feedback** - For every operator action, there should be some system feedback. For frequent and minor actions, the response can be modest, while for infrequent and major actions, the response should be more substantial.
- **Design dialogue to yield closure** - Sequences of actions should be organized into groups with a beginning, middle, and end. The informative feedback at the completion of a group of actions gives the operators the satisfaction of accomplishment, a sense of relief, the signal to drop contingency plans and options from their minds, and an indication that the way is clear to prepare for the next group of actions.
- **Offer simple error handling** - As much as possible, design the system so the user cannot make a serious error. If an error is made, the system should be able to detect the error and offer simple, comprehensible mechanisms for handling the error.
- **Permit easy reversal of actions** - This feature relieves anxiety, since the user knows that errors can be undone; it thus encourages exploration of unfamiliar options. The units of reversibility may be a single action, a data entry or a complete group of actions.
- **Support internal locus of control** - Experienced operators strongly desire the sense that they are in charge of the system and that the system responds to their actions. Design the system to make users the initiators of actions rather than the responders.
- **Reduce short-term memory load** - The limitation of human information processing in short-term memory requires that displays be kept simple, multiple page displays be consolidated, window-motion frequency be reduced and sufficient training time be allotted for codes, mnemonics and sequences of actions.

SOURCES:

<http://www.amazon.com/Designing-User-Interface-Human-Computer-Interaction/dp/0321537351>

<http://www.designprinciplesftw.com/collections/shneidermans-eight-golden-rules-of-in>

FACTORS THAT INFLUENCE THE UX OF E-COMMERCE PLATFORMS

E-com Factors to Consider

GENERAL

- Load Speed
- Interface and Layout
- Modern Aesthetic
- Unobtrusive Branding
- Obvious Contact Info and Phone Number
- Return Policy
- Privacy Policy
- Security Credentials
- Hover & Hit Areas
- FAQ's

NAVIGATION & SEARCH

- Main & Subnavigation
- Footer Navigation
- Breadcrumbs
- Filtering & Sorting
- List Layout
- Personalization
- Scope & Logic
- Applying & Applied Filters
- Query Types
- Search Form & Logic
- Autocomplete
- Results Logic & Guidance
- Results Layout
- Results Filtering & Sorting

HOME & CATEGORY PAGES

- Homepage
- Intermediary Category Pages
- Category Taxonomy
- Tagging of key Content
- Product Lists
- Site-wide Layout
- Cross-navigation & Selling
- Lifestyle Imagery
- Prominent fresh Content
- Featured Products

PRODUCT PAGES

- Loading Products
- Product Thumbnails
- Comparison Tool
- Product Views
- Ratings & Reviews
- Product Details
- Instructions & Troubleshooting
- Related Products
- Cross-sell, Upsell & Bundling
- Social Integration
- Specials/Deals

CHECKOUT FLOW

- Shopping Cart & "Added to Cart" Behavior
- Add to Wishlist Behavior
- Account Selection & Creation
- Customer & Address Information
- Gifting Flow & Features
- Shipping & Store Pickup
- Payment Flow & Methods (Incl. 3rd-Party)
- Credit Card Form
- Save Card
- Order Review
- Gift Card Input
- Coupon Input
- User Attention & Interactions
- Cross-sell, Upsell, & Bundling
- Form Design & Features
- Validation Errors & Data Persistence
- Address Validators
- Field Labels & Microcopy
- Field Design & Features
- Default Values & Autocompletion
- Order Confirmation & Email
- Save Cart & Exit
- Abandon Cart Email

MOBILE-SPECIFIC

- Simplified Layout
- Appropriately Sized Text and Buttons
- Touch Keyboard
- Reduced File Sizes for faster Load Speed
- Context Awareness and Geo-location
- No Hover States
- Mobile Landing Pages

MISCELLANEOUS

- Regularly Updated Blog
- Social Presence
- Newsletter Sign-up

SOURCES:

The Baymard Institute - <http://baymard.com/>

Current Commerce - <http://currentcommerce.com/e-commerce-audit-checklist-template/>

Volusion - <https://www.volusion.com/e-commerce-blog/articles/tips-to-audit-e-commerce-website-for-conversions/>

Key Behavioral Economic Principles

- **Framing** - people are influenced by the way choices are framed (e.g., 90% lean vs. 10% fat).
- **Chunking** - the way a task is presented and parsed affects people's willingness to accept and complete it.
- **Choice Architecture** - choice is relative to what you can have, not absolutely about what you want.
- **Paradox of Choice** - too much choice leads to decision paralysis. (Create focus around one or two options).
- **Status quo Bias** - people often follow the path of least resistance when given multiple options.
- **Knowledge Bias** - the tendency of people to choose the option they know best rather than the best option.
- **Decoy Effect** - preferences change when there is a third option that is asymmetrically dominated.
- **Social Proof/Conformity** - tendency of people to assume the actions of others reflect correct behavior for a situation.
- **Goal Dilution** - when multiple goals are pursued, they are less effectively achieved than goals pursued individually.
- **Power of Now** - (aka hyperbolic discounting) people engage less with future events than they do current events (e.g. smoking, 401k).
- **Scarcity** - absence and exclusivity make desires and curiosity grow stronger.
- **Loss Aversion** - the tendency that people fear the pain of loss more than the pleasure of gain.
- **Endowment Effect** - the tendency of people to place more value on things because they own them.
- **Anchoring** - the tendency to rely too heavily or "anchor," on a past reference or on one trait when making decisions.
- **Transparency/Disclosure of Conflict** - people are more likely to listen if the conflicts are disclosed upfront.
- **Reciprocity** - the need to return a favor that was done for oneself.
- **Feedback Loops** - create pathways of desired behavior by presenting progress (or lack thereof) back to oneself.
- **Price Perception** - the price that is demanded for something signifies its value. FMRI studies find that participants experience more pleasure with \$35 wine than with \$5 wine.
- **Pain of Paying** - people experience less pain when they pay with credit, not cash (abstract vs. literal).

SOURCES:

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<http://www.slideshare.net/heerupaharia/behavioral-economics-and-decision-making-1776713>

<http://www.slideshare.net/philipde-meulemeester/behavioural-economics-in>

<http://ewp.industry.gov.au/sites/prod.ewp/files/submissions/Energy%20White%20Paper/EWPGP128-802.pdf>terface-design

BEST IN CLASS:
VOLKSWAGEN

Provides personalization and product matchmaking

Clear steps and wayfinding

Real-time interface updating

Useful transitions and microinteractions

Providing Personalization Where Possible

The image displays the Volkswagen 'Find a Match' website interface, showing both desktop and mobile views. The desktop view features a navigation bar with five steps: 1. MODELS, 2. FEATURES, 3. COLORS, 4. ENGINE, and 5. BUDGET. Below the navigation bar, users can 'Pick models' from categories like All, Sedans, SUVs & Wagons, Compacts, and Convertibles. A grid of car models is shown, each with a starting price and a selection radio button. The current selection is 'Touareg' starting at \$49,495. At the bottom, it shows 'CURRENT SELECTIONS' (GOLF GTI, TOUAREG) and '187 CARS NEAR 02118' with a 'SELECTION STARTING AT \$26,400'. The mobile view inset shows a similar interface with a location filter 'Near 02118' and a 'Find A Match' button. It also shows 'Pick models' and a grid of car models. At the bottom, it shows '1331 NEW CARS NEARBY STARTING AT \$18,770'.

BEST IN CLASS:
OSCAR INSURANCE

OBSERVATIONS:

Approachable and human tone

Guided selling

Clear steps

Makes sense of complex, technical terminology

Uses natural language forms

Helps users save money and time

Providing Guidance & Warm Tonality

oscar

My zipcode is 90210

I'd like to cover me, my spouse and my kids ✓

I'm years old, my spouse and my ✓ kid is

Your age is required to get a quote
Your spouse's age is required to get a quote
All ages are required to get a quote

Open Enrollment ends in 5 days! 1-844-804-6923

oscar Login

Hi, we are Oscar

Simple health insurance, smart health care.

Call Oscar - Get A Free Quote

OR [Get an Online Quote](#)

[Why Oscar?](#)

Navigation

Overall Takeaway: Update header to include images and list categories alphabetically. If users are looking for tracking lighting and don't see it in the navigation, they may bounce. The cart and free shipping promotional banner should be also more visually distinct.

1. Consider adding images for each item to the current megamenu. The single image currently displayed does not show the diversity of product or carry meaning for the user. 'Megamenus offer at least two huge benefits:
 - They let you structure choices into panels or subareas
 - They let you illustrate choices
2. Within the megamenu, alphabetize the items in columns, not rows. People tend to scan vertically.
3. Make the cart and free shipping promotional banner more visually distinct.
4. List the location of e-conolight to help remove fear of scams or credit card fraud.

More Info: [Mega Menus Gone Wrong →](#)

[How to Design Websites That Mirror How Our Eyes Work →](#)

[How The Best E-commerce Sites Convert Millions Of Customers →](#)

Footer

Overall Takeaway: The site map-style megafooter is strongly recommended for e-commerce sites. Once your user scrolls to the bottom, they need a quick and easy way to jump around your site.

- Footer can remain a megafooter that acts as a site map or be paired down to the most useful elements.
- The site map-style footer resulted in a 23.77% uplift in sales conversion and a 15.99% uplift in revenue per visitor.

More Info: [How does your website footer impact conversion? →](#)

BACKGROUND FINDINGS

30%
OF VISITORS
WILL USE SEARCH

Improving Usability

Overall Takeaway: Improve internal search usability and visibility.

1. Internal search should be easy to locate when a user lands on your shop.
 - 30% of visitors will use internal search
 - The average revenue generated was highest from visitors who performed searches
2. Users expect to find search in the top right or top middle of the screen. Target and Amazon get this right.



Search

Overall Takeaway: Here is a list of other search features and functionality to take into account:

- Make the search input available in the search results page
- Offer scoped search so users can search within a category
- Autocomplete search queries as users type
- Autocorrect search query misspellings for more useful results
- Offer related or relevant products when search queries return no products
- Make sure your search performance is fast and can handle multiple concurrent searches

More Info: [How The Best E-commerce Sites Convert Millions Of Customers](#) →

BACKGROUND FINDINGS

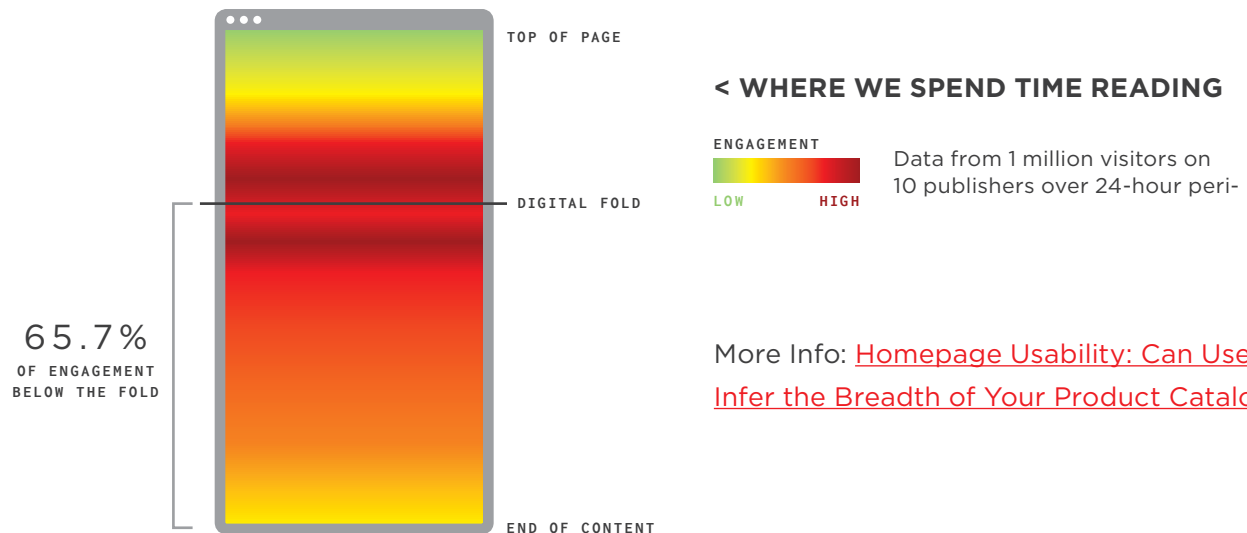
OVER
65%
OF READER
ENGAGEMENT OCCURS
BELOW THE FOLD

Carousel Usage

Overall Takeaway: Lose the slider in favor of giving more real estate to your main featured product, promos/deals. Don't worry about keeping everything above the fold. 65.7% of reader engagement occurs at and below the fold.

1. Give more real estate to your main featured product, promos / deals. Don't worry about keeping everything above the fold. 65.7% of reader engagement occurs at and below the fold.
2. Take care that if artwork used for desktop is reused in mobile, it remains legible.
3. If you keep slides, follow these best practices: build slides with HTML text instead of static images, slide speed of 5-7 seconds.

More Info: [8 UX Requirements for Designing a User-Friendly Homepage Carousel](#) →



More Info: [Homepage Usability: Can Users Infer the Breadth of Your Product Catalog?](#) →

BACKGROUND
FINDINGS

FEATURE AT LEAST

30%

OF MAIN CATEGORIES

Product Showcase

Overall Takeaway: Explore ways to showcase a diverse set of products on the homepage, making sure to include some images and links to categories and subcategories.

1. Whenever landing at a new site's homepage, 25% of the test subjects consistently scrolled far down the homepage and then back up again in order to quickly establish an impression of the site's product range.
2. If the homepage content displays a very narrow selection of products, first-time users are likely to adopt a similarly narrow understanding of the site's product catalog.
3. Feature at least 30% of main categories ("best sellers" or "featured")

Presentation of Product

Overall Takeaway: Small changes could benefit usability. Use hover states to show alternate products or product views. Highlight new, best-selling or featured products at the top of the grid. In mobile, display categories in a 2x2 grid just as the subcategory pages do.

1. Hover states to show alternate products or product views.
2. Alphabetize the items in columns, not rows. People tend to scan vertically.
3. Use the opportunity to highlight new, best-selling or featured products at the top of the grid.
4. In mobile, the grid collapses into an accordion-style navigation pattern. It should display categories in a 2x2 grid just as the subcategory pages do. Yes, users will have to scroll more, but the benefit of the images is great, and the tolerance for scrolling is much more than most people think.

More Info: [UXMyth, Myth #3: People don't scroll](#) →

Scannability through Separate Entities

Overall Takeaway: Product details should be bulleted and consistent from entry to entry. 2-5 lines detailed product specs should not be in headlines, but rather should be included in quick view and product pages.

1. 50% of e-commerce sites make it needlessly difficult to scan and read the included product attributes, because it's all just included as one long "product title," cramming in 2-5 lines full of technical specs.
2. 76% of sites neglect the principles of progressive disclosure and always display the same amount of information for all product list items, instead of progressively showing extra information for items the user has shown an interest in.

More Info: [UX Research: 3 Key Design Principles for Product Listing Information](#) →

Gather Reviews for SEO and Trustworthiness

Overall Takeaway: Clearly mark optional and required fields and eliminate unnecessary fields. Ask for post-purchase reviews by email. Consider using a third-party reviews provider.

1. Distinguish optional and required fields. First, eliminate as many optional fields as possible (see the first recommendation above). Limit the form to only one or two optional fields, and clearly label them as optional.
2. Every time you cut a field or question from a form, you increase its conversion rate—the business case for this guideline is that simple.
3. Follow up post-purchase by email asking for a review—possibly with an incentive.
4. Consider third party reviews provider—Yotpo has already been recommended and Reevoo is another option.

More Info: [Website Forms Usability: Top 10 Recommendations](#) →
[E-commerce consumer reviews: why you need them and how to use them](#) →

Usefulness of Quick Views

Overall Takeaway: Revise quick views content to make sure it is consistent and helpful. Always include a list of applications and/or features. Consider displaying 360° or video.

1. To ensure that quick views offer extra information that helps the user make the purchase, consider displaying 360° or video, and always include applications lists or features lists that will give the user more helpful information.

Replaces Up To 50W | 580 Lumens MR16 Dimmable Cree® Lamp | 3000K | Clear



SKU: LM208CF3 IN STOCK
[View Product Details](#)
PRICE: \$16.49 ~~REG. \$2.99~~
Replaces up to 50-watt halogen, 8.7-watt Cree LED MR16 lamp with 25° beam angle and 580 delivered lumens. 3000K, clear, dimmable, 3-year limited warranty.
Quantity: 1 [ADD TO CART](#) [ADD TO QUOTE](#)

Replaces 150W | 2300 Lumens LED Motion Security Light E-MS Series | 4000K | White



SKU: E-MS1L021NW IN STOCK
[View Product Details](#)
PRICE: \$79.99
Replaces 2 x 75W incandescent Par 30 lamps. 28-watt LED Motion Security Light with 2300 delivered lumens. 4000K, white, 180° motion detection range, 5-year limited warranty, free shipping over \$500.
Applications:

- Motion-activated security
- Residential / commercial yards
- Receiving areas
- Storage facilities

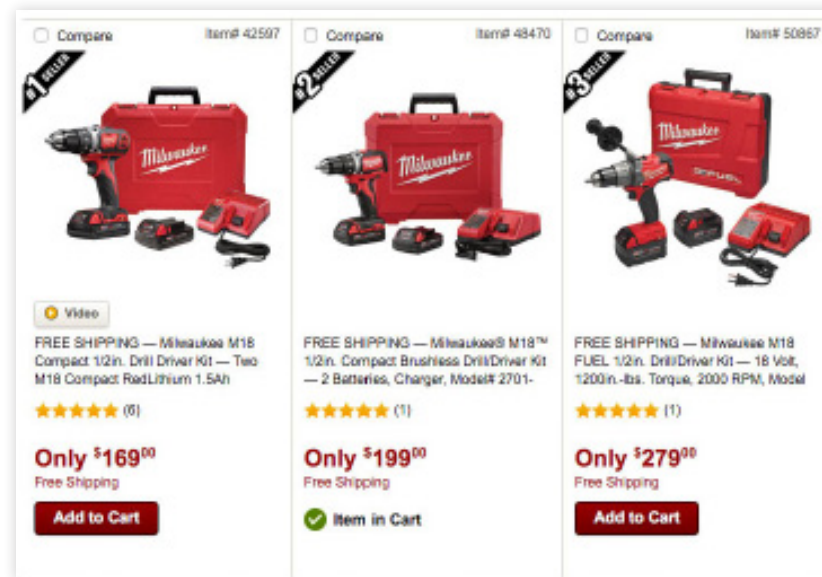
Quantity: 1 [ADD TO CART](#) [ADD TO QUOTE](#)

More Info: [Product List Usability: Avoid Quick View Overlays](#) →

Indicate “Purchased” and “Visited” Items

Overall Takeaway: Visually indicate when an item has been added to the cart or has been visited within the product grid. This makes it easier for the user to find/avoid previously viewed or purchased items as they continue to shop.

1. Create an opportunity for upsell/cross-sell by adding links to “see matching accessories”, “change quantity”



More Info: [Product Listing UX: Highlight Items Already in the User's Cart \(96% Don't\)](#) →

UPSELLING PERFORMS

20x

BETTER THAN
CROSS-SELLING

Cross-sells, Upsells & Bundling

Overall Takeaway: Recommend additional products that are supplementary ("accessories", "pack of 3") AND ones that are alternative ("similar products"). Aim for a diverse set of recommendations and link to their categories so the user can easily jump to recommended products.

1. 35% of Amazon revenue and 75% of Netflix revenue can be attributed to recommendations. Products should be diverse to help inform user of breadth of catalogue (include links to categories for bonus points).
2. Are there potential upsells? Research indicates that upselling performs 20 times better than cross-selling on product pages.
 - Could upsells and cross sells work on the checkout page? "Last minute additions?"

More Info:

[How retailers can keep up with consumers](#) →

[How to Use Upsells, Cross-Sells and Bundle Sells to Increase Revenues](#) →

[Product Page Usability: Recommend Both Alternative & Supplementary Products](#) →

Product Comparison

Overall Takeaway: The site does not currently offer a way to compare products. Linking to ready-made comparison charts and other resources will help users compare technical specs within a given range of products and also be a good way to boost SEO with new, relevant, keyword-infused content.

1. Link to ready-made comparison charts, like Apple does.
2. Create more resources that compare technical specs within a given range of products and that address compatibility of products and then link to those within relevant product pages themselves. This would also be a good way to boost SEO with new, relevant, keyword-infused content.
 - 64% of e-commerce sites impede users' ability to compare the product in their lists due to inconsistencies in the listed product attributes.



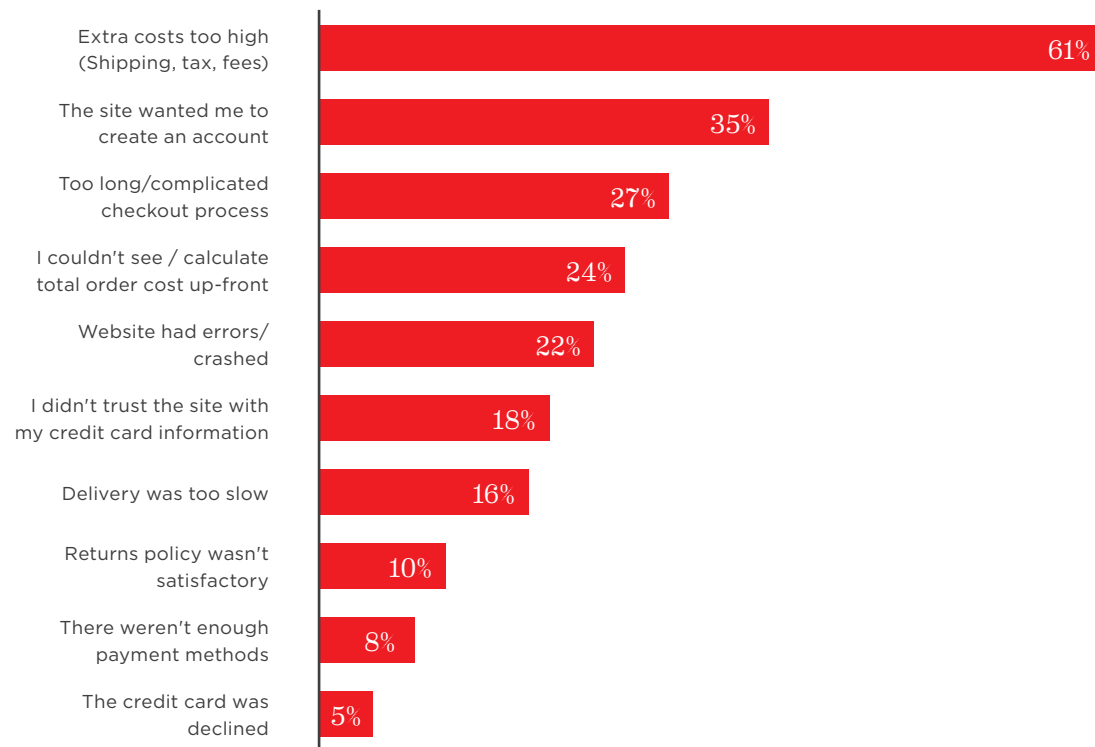
More Info: [UX Research: 3 Key Design Principles for Product Listing Information](#) →

BACKGROUND FINDINGS

EXTRA COSTS ARE THE CAUSE OF 60% OF CHECKOUT ABANDONMENTS

Steps in the Checkout Flow

Reasons for Abandonments During Checkout



1,044 RESPONSES | US ADULTS | 2016 © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past three months? If so, for what reasons?" Answers normalized without the "I was just browsing" option, and with "Extra Costs" removed.

Steps in the Checkout Flow

Overall Takeaway: The flow has the right number of steps and all the right elements in place, but a visual redesign of entire checkout process (layout, typography, font size, color scheme) will increase the perception of credibility.

1. Nearly half of all consumers (or 46.1%) in the study assessed the credibility of sites based in part on the appeal of the overall visual design of a site, including layout, typography, font size and color schemes.
2. Name fields could be combined into a single name field.
 - "42% of the test subjects typed their full name in the first name field at least once during testing, and often repeated the mistake on several sites in a row."
 - The trade-off is that your data would be less structured. If you need first and last names to be separate for data purposes, combining them into one field is not recommended.
3. e-conolight's checkout flow has five steps and 11 fields (18 when billing is different - appropriate for B2B)
 - Average steps in a checkout flow: 5.42/ Average number of form fields in a checkout flow: 14.88 (23.48 total form elements) (<http://baymard.com/blog/checkout-flow-average-form-fields>)

More Info: [Stanford Web Credibility Research](#) →

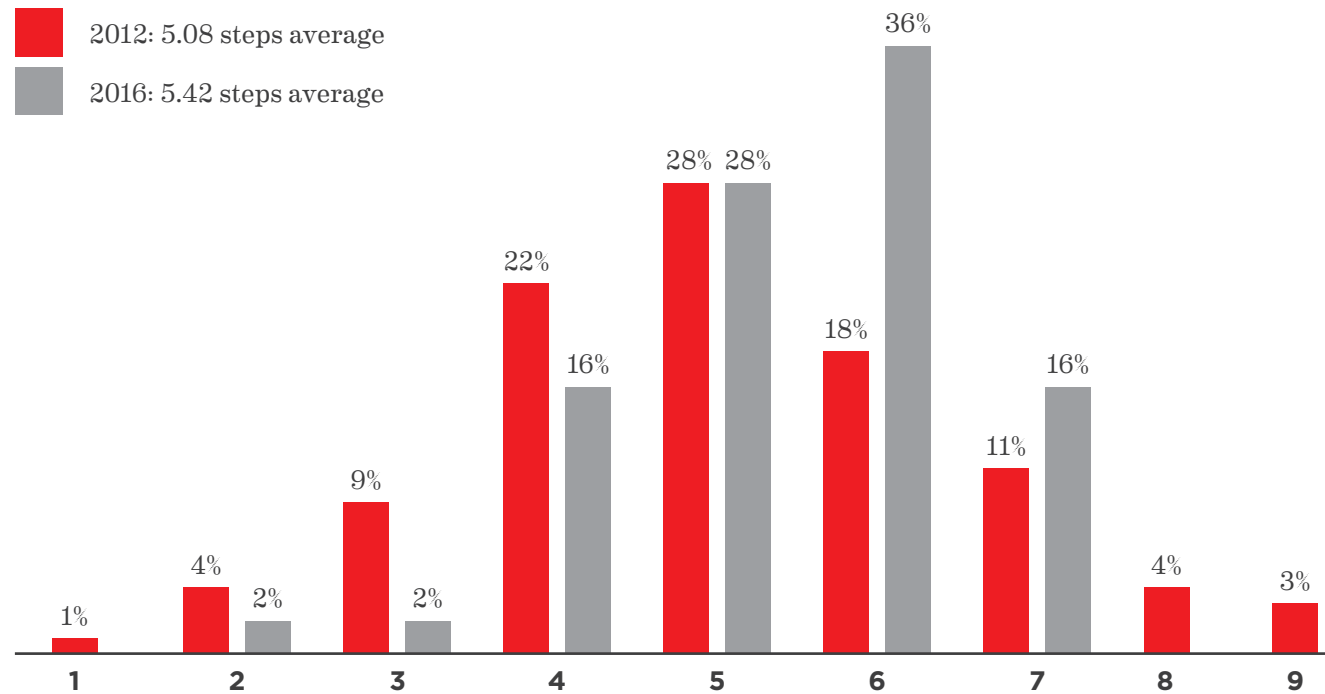
[The Average Checkout Flow Has 14.88 Form Fields – Twice as Many as Necessary](#) →

Extra costs too high
(Shipping, tax, fees)

BACKGROUND
FINDINGS

Steps in the Checkout Flow

The number of checkout steps (2012 vs. 2016)



AMONG THE TOP 50/100 GROSSING US ONLINE RETAILERS

© baymard.com/checkout-usability

BACKGROUND FINDINGS

- ❗ Adding any visual icon will enhance perceived security.

Perception of Security of Checkout

Overall Takeaway: Reinforce the credit card screen to increase perception of security by adding numbers to the progress bar, trustworthiness icons (padlock) and seals (SSL seal).

1. Add numbers to the checkout progress bar to give users a sense of forward momentum and a finite end to the process.
2. Visual changes made to checkout should also be applied to Order Status and My Quote pages.
3. Microcopy, a padlock icon, visual encapsulation in a gray box and a logo from a security seal enhance this credit card screen's trustworthiness.
 - 18% of users have abandoned a checkout because they didn't trust a site with their credit card information.
 - Adding any visual icon will enhance perceived security. Users' trust is increased by SSL seals (Norton, Comodo, GeoTrust, etc.), trust seals (BBB Accredited, Google Trusted Store, etc.), and made-up symbols (in that order).

More Info: [How Users Perceive Security During the Checkout Flow](#) →

Perception of Security of Checkout

Checkout step 1/2 **A**

Your name
The software license will be made out in this name.

E-mail address
We'll send the receipt to this e-mail address.

Company name (optional)
If you want your company name on the invoice, just add it here.

Credit card payment

Credit card number
The 16 digits on the front of your credit card.

Expiration date
The date your credit card expires. Find this on the front of your credit card.

Security code (or "CVC" or "CVV")
The last 3 digits displayed on the back of your credit card.

What happens now?
This is step 1 of 2. On the next page you can review your cart and product information. We will not bill you until you confirm the order on the next page.

Next step >

Checkout step 1/2 **B**

Your name
The software license will be made out in this name.

E-mail address
We'll send the receipt to this e-mail address.

Company name (optional)
If you want your company name on the invoice, just add it here.

Secure credit card payment
This is a secure 128-bit SSL encrypted payment.

Credit card number
The 16 digits on the front of your credit card.

Expiration date
The date your credit card expires. Find this on the front of your credit card.

Security code (or "CVC" or "CVV")
The last 3 digits displayed on the back of your credit card.

What happens now?
This is step 1 of 2. On the next page you can review your cart and product information. We will not bill you until you confirm the order on the next page.

Next step >

This mockup illustrates how a payment form may emphasize its security through visual cues such as microcopy, the use and position of site seals and a padlock icon, along with a visual encapsulation of the sensitive credit card fields via a gray background color.