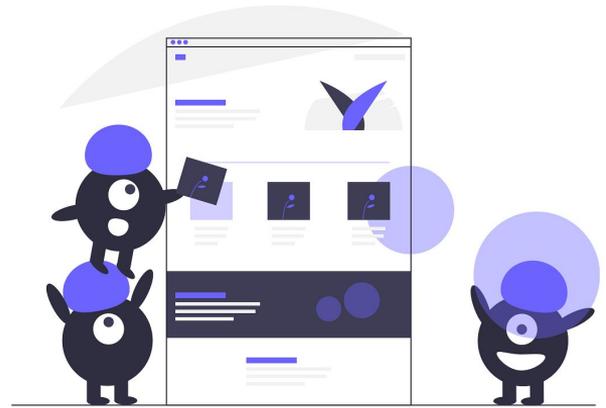


# Let's Fix the Top eCommerce UX Mistakes

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Bryce Adams



# Hello!

## I'm Bryce

I founded Metorik in 2016.  
Worked with thousands of  
WooCommerce stores.



AUTOMATIC



# Let's solve some UX issues

- Low-hanging fruit - small changes with a big impact
- MVP approach - something is better than nothing
- Variety of ways to solve the same thing
- What works for you - use the resources you have
- Small UX issues: Death by a thousand cuts

# Google Chrome DevTools

Tools for Web Developers

Home Chrome DevTools Lighthouse Puppeteer Workbox Chrome User Experience Report

Home

- Open DevTools
- CSS
- Console
- Network
- Storage
  - Command Menu
- Mobile Simulation
- DOM
- JavaScript
- Performance
- Accessibility
- Remote Debugging
- Memory
  - Workspaces
- Progressive Web Apps
- Security
- Keyboard Shortcuts
- Resources
- Customize
- Extend DevTools

Register for this year's #ChromeDevSummit happening on Nov. 11-12 in San Francisco to learn about the latest features and tools coming to the Web. Request an invite on the [Chrome Dev Summit 2019 website](#)

Home > Products > Web > Tools for Web Developers > Chrome DevTools ☆☆☆☆☆

## Chrome DevTools

Chrome DevTools is a set of web developer tools built directly into the [Google Chrome](#) browser. DevTools can help you edit pages on-the-fly and diagnose problems quickly, which ultimately helps you build better websites, faster.

Check out the video for live demonstrations of core DevTools workflows, including debugging CSS, prototyping CSS, debugging JavaScript, and analyzing load performance.

Open DevTools

There are many ways to open DevTools, because different users want quick access to different parts of

Contents

- Open DevTools
- Get started
- Discover DevTools
- Device Mode
- Elements panel
- Console panel
- Sources panel
- Network panel
- Performance panel
- Memory panel
- Application panel
- Security panel
- Community

Feedback

# Which issues?

- Writing CSS to increase the hit areas
- Linking to a specific image in WooCommerce
- Alternate technology for popups
- Sticky buy button on product page
- Visible free shipping on the product page
- Guest checkout and social login
- Removing unnecessary checkout fields
- Communicate why a checkout field might be necessary
- Disable auto-capitalization on email field
- Use number fields for credit card fields
- Make it easy to find and click the Place Order button on checkout

**ISSUE!**

# Writing CSS to increase the hit areas

Shop by Category

[Tshirts](#) [Hoodies](#) [Hats](#) [Sunglasses](#) [Accessories](#)  
[Sweaters](#) [Yellow](#) [Clothes](#) [Shirts](#) [Jackets](#) [Belts](#) [Vests](#)



# Welcome

This is your homepage which is what most visitors will see when they first visit your shop.

You can change this text by editing the “Welcome” page via the “Pages” menu in your dashboard.



## Shop by Category

[Tshirts](#) [Hoodies](#) [Hats](#) [Sunglasses](#) [Accessories](#)  
[Sweaters](#) [Yellow Clothes](#) [Shirts](#) [Jackets](#) [Belts](#) [Vests](#)





Shop by Category



Tshirts Hoodies Hats Sunglasses Accessories  
Sweaters Yellow Clothes Shirts Jackets Belts Vests

[/] Shortcode

[product\_categories limit="3" columns="3" orderby="menu\_order"]

Drop Cap

Toggle to show a large initial letter.

Color Settings ▼

Advanced ▲

Additional CSS Class

home-categories-list

**Let's Solve**

## ISSUE!

# Linking to a specific image in WooCommerce

Make sure customers are linked to the product in the image they click on:

- Social media
- Emails
- Landing pages



Not Secure | woosesh.test/product/colored-tshirt/

Customize 0 New Edit product

# WooSesh

Just another WordPress site

Home Blog Cart Checkout My account Sample Page Shop \$0.00

Home » Uncategorized » Colored Tshirt



Colored Tshirt

\$15.00 – \$20.00

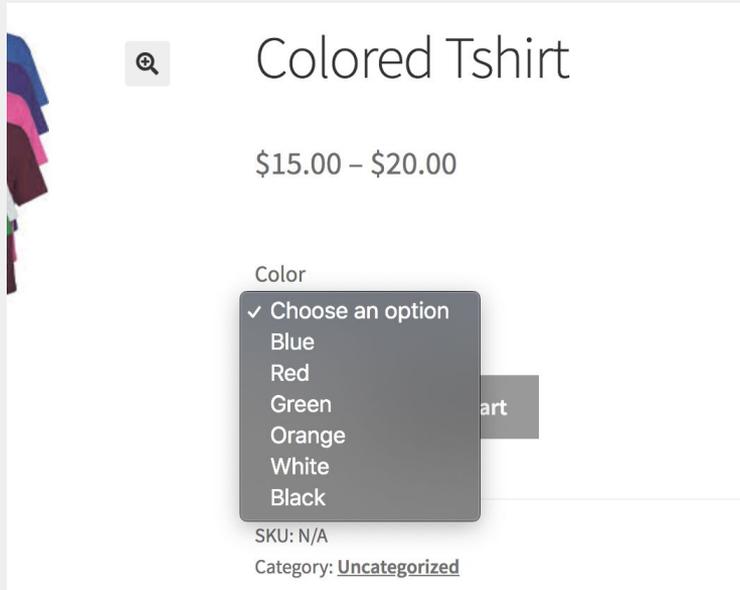
Color

Choose an option ▾

1 Add to cart

SKU: N/A  
Category: [Uncategorized](#)

Edit



Colored Tshirt

\$15.00 – \$20.00

Color

- ✓ Choose an option
- Blue
- Red
- Green
- Orange
- White
- Black

SKU: N/A

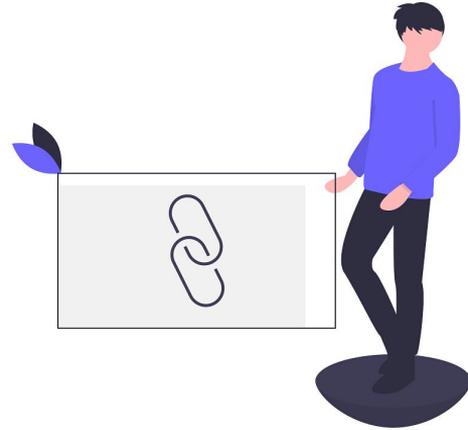
Category: [Uncategorized](#)

art

**Let's Solve**

# Modify the URL

- Built into WooCommerce
- No coding required
- Really easy to do



**<http://woosesh.test/product/colored-tshirt>**

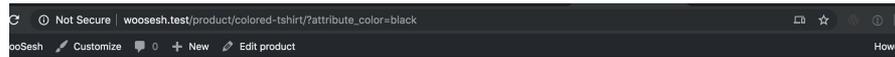
**[http://woosesh.test/product/colored-tshirt?attribute\\_<name>=<value>](http://woosesh.test/product/colored-tshirt?attribute_<name>=<value>)**

Attribute name: color

Attribute value / variation: black

**[http://woosesh.test/product/colored-tshirt?attribute\\_color=black](http://woosesh.test/product/colored-tshirt?attribute_color=black)**

[http://woosesh.test/product/colored-tshirt?attribute\\_color=black](http://woosesh.test/product/colored-tshirt?attribute_color=black)



**WooSesh**  
Just another WordPress site

Home Blog Cart Checkout My account Sample Page Shop

\$0.00 0 items

Home » Uncategorized » Colored Tshirt



## Colored Tshirt

\$15.00 – \$20.00

Color  
Black

\$20.00

1

Add to cart

SKU: N/A

Category: Uncategorized

Edit

Search ...

Recent Posts

Hello world!

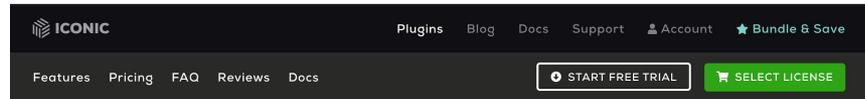
Recent Comments

A WordPress Commenter on Hello world!

Archives

October 2019

# Or use a plugin...



## WooCommerce Linked Variations

★★★★★  
4.8/5 based on 6 ratings



WooCommerce Linked Variations helps you expand your store's reach in search engines. It will create a larger product archive by linking products of any type together by their attributes. This is the same approach used by eCommerce giants like Amazon and Missguided.

**Purchase a License**

Annually **Lifetime**

An annual licence entitles you to 1 year of updates and support. Your subscription will auto-renew each year until cancelled.

<input checked="" type="radio"/> 1 SITE	\$79
<input type="radio"/> 3 SITES	\$159 (SAVE 32%)
<input type="radio"/> 30 SITES	\$489 (SAVE 79%)

**BUY NOW**

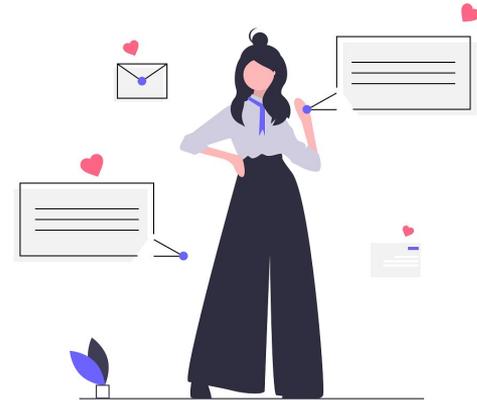
14-DAY FREE TRIAL

Buying multiple products? Save up to

**ISSUE!**

# Alternate technology for popups

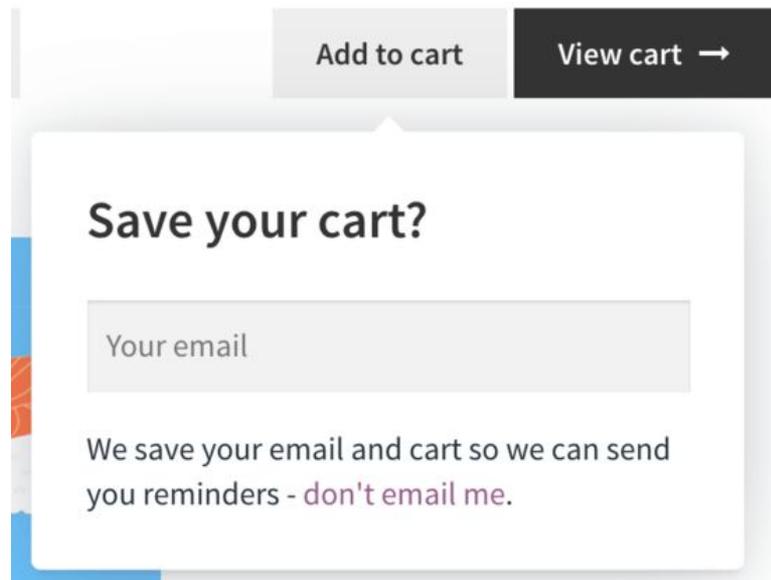
- No one likes popups
- Google doesn't like them
- Not worth it
- There are other ways to have the same result



**Let's Solve**

# Alternate tech for popups

Abandoned cart email capturing - ask after they've added something to their cart.



# Alternate tech for popups

Offer them something in exchange for their email, like premium content (or even a discount code).

**But timing is important.**

Tip #1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ornare aliquet cursus. Donec suscipit ante vel mattis sagittis.

**🔒 This Content Is Only For Subscribers 🔒**

Please subscribe to unlock this content for free. Just enter your email.

I consent to processing of my data according to [Terms of Use](#), [Privacy Policy](#).

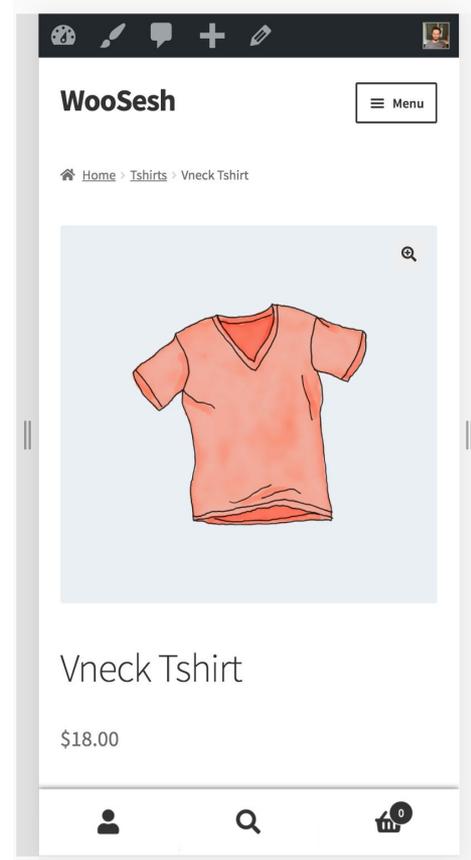
**subscribe to unlock**

*Your email address is 100% safe from spam!*

## ISSUE!

# Sticky buy button on product page

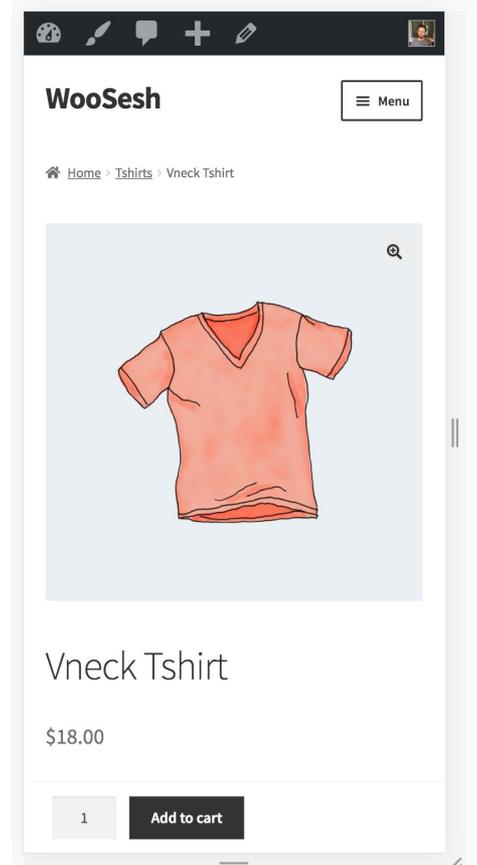
- Mobile UX is more important than ever
- Make it easy for customers to hit the buy button
- Sticky buy button saves scrolling



# Let's Solve

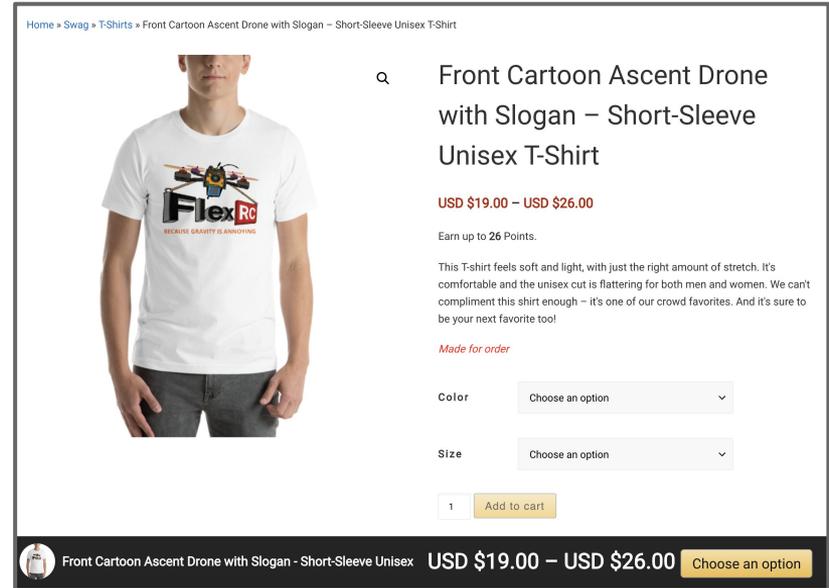
# Sticky buy button on product page

- We want it to look a bit like this instead...
- Custom CSS!



# Sticky buy button on product page

Or maybe you can use a plugin, such as 'WooCommerce Sticky Product Bar'.



Home » Swag » T-Shirts » Front Cartoon Ascent Drone with Slogan - Short-Sleeve Unisex T-Shirt

Front Cartoon Ascent Drone with Slogan - Short-Sleeve Unisex T-Shirt

USD \$19.00 - USD \$26.00

Earn up to 26 Points.

This T-shirt feels soft and light, with just the right amount of stretch. It's comfortable and the unisex cut is flattering for both men and women. We can't compliment this shirt enough - it's one of our crowd favorites. And it's sure to be your next favorite too!

*Made for order*

Color Choose an option

Size Choose an option

1 Add to cart

Front Cartoon Ascent Drone with Slogan - Short-Sleeve Unisex USD \$19.00 - USD \$26.00 Choose an option

## ISSUE!

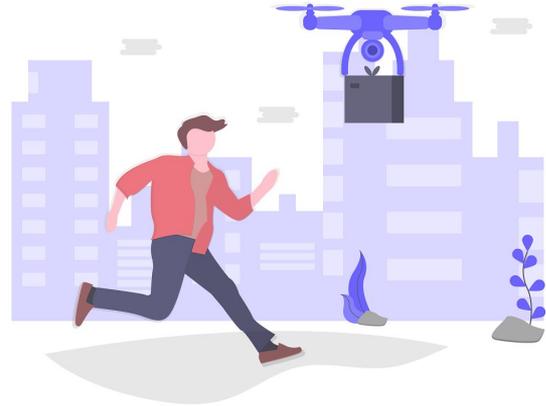
# Visible free shipping on the product page

- Amazon, eBay, etc. all tend to offer free shipping
- If you do too, make it obvious to customers as they may not expect you to
- Don't make them go to checkout to see
- Next to add to cart button or fixed bar

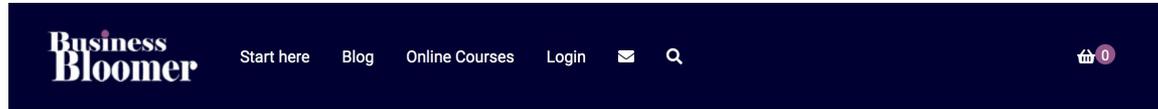
# Let's Solve

# Visible free shipping on the product page

- Let's write some PHP.
- We want to 'hook' into the single product page and add some text in a custom location.



# businessbloomer.com



## Category: Visual Hook Series

Shoptimizer Theme  
Visual Hook Guide



WooCommerce Visual  
Hook Guide: Emails



## WooCommerce Single Product Page [Visual Hook Guide]

woocommerce\_before\_single\_product

woocommerce\_before\_single\_product\_summary

SALE!

woocommerce\_single\_product\_summary

Product Title

€554,00 – €6.565,00 €44,00 – €665,00

This is the short description!

woocommerce\_before\_add\_to\_cart\_form

woocommerce\_before\_variations\_form

Option

woocommerce\_before\_add\_to\_cart\_button

woocommerce\_before\_single\_variation

woocommerce\_single\_variation

€554,00 €44,00

In stock

1

woocommerce\_after\_single\_variation

woocommerce\_after\_add\_to\_cart\_button

In stock

1

woocommerce\_after\_single\_variation

woocommerce\_after\_add\_to\_cart\_button

# Visible free shipping on the product page

Or maybe you can use a plugin, such as 'Free Shipping Bar' for WooCommerce - useful if you have a minimum spend.



The image shows a screenshot of the 'Free Shipping Bar' plugin interface and its listing on the WordPress.org plugin directory. The top part is a purple banner with the text 'Free Shipping Bar for WooCommerce - Increase Average Order Value'. Below the banner is a progress bar showing 'You have purchased \$160.00 of \$200.00, pay \$40.00 more to get FREE SHIPPING.' with an 80% progress indicator and a truck icon. Below the banner is the plugin's listing card, which includes the title 'Free Shipping Bar for WooCommerce', the author 'By VillaTheme', a 'Download' button, and tabs for 'Details', 'Reviews', 'Installation', 'Support', and 'Development'. The 'Description' section is partially visible, stating 'Free Shipping Bar for WooCommerce is a WooCommerce extension that'. The 'Version' is listed as 1.1.3.5 and 'Last updated' is 16 hours ago.

## ISSUE!

# Guest checkout and social login

- Don't make it hard for customers to checkout.
- They want to pay you money.
- Allow guest checkout and social login.
- Helps them when they return too as they don't need to reset their password or remember it.



# Let's Solve

# Allow guest checkout

General Products Shipping Payments **Accounts & Privacy** Emails Advanced

**Emails Disabled:** The Stop Emails plugin is currently active, which will prevent any emails from being sent. To see more details, click [here](#).

[Connect your store](#) to WooCommerce.com to receive extensions updates and support.

**Guest checkout**

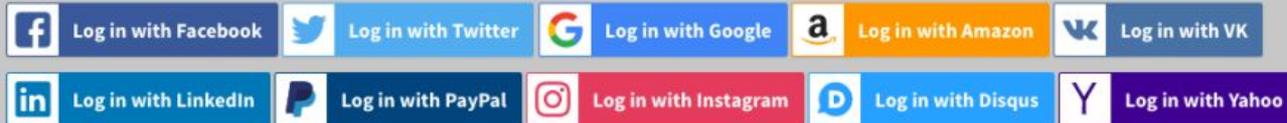
- Allow customers to place orders without an account
- Allow customers to log into an existing account during checkout

# Social login

Use a plugin like WooCommerce Social Login

## Checkout

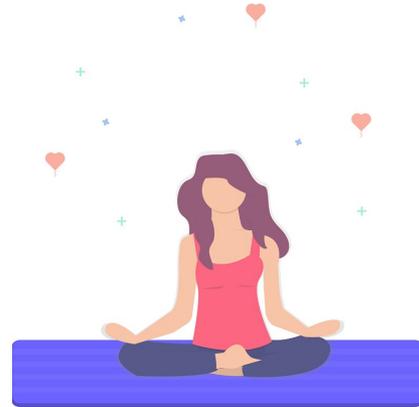
For faster checkout, login or register using your social account.



## ISSUE!

# Removing unnecessary checkout fields

- Do you need their phone number?
- Can you remove the shipping address fields?
- Do you need to collect extra info that's more important?



# Let's Solve

# Use a plugin (free or paid)



Checkout Field Editor (Checkout Manager) for  
WooCommerce

By ThemeHigh

Download

Details

Reviews

Installation

Support

Development

# Use a plugin (free or paid)

All Extensions / Enhancements / Cart and Checkout Features / Checkout Field Editor

## Checkout Field Editor

Developed by WooCommerce

### ▲ INFORMATION & REQUIREMENTS

- WooCommerce 3.0+

[View documentation for more info](#)

### Customize your Checkout Fields via your admin panel

The checkout field editor provides you with an interface to **add, edit, and remove fields shown on your WooCommerce checkout** page. Fields can be added and removed from the billing and shipping sections, as well as inserted after these

### Subscription options

A subscription entitles you to **1 year of updates and support** from the date of purchase.

If you're unhappy with your purchase, no worries – we offer a 30-day money-back guarantee.



SINGLE SITE

**\$49.00**



5 SITES

**\$79.00**



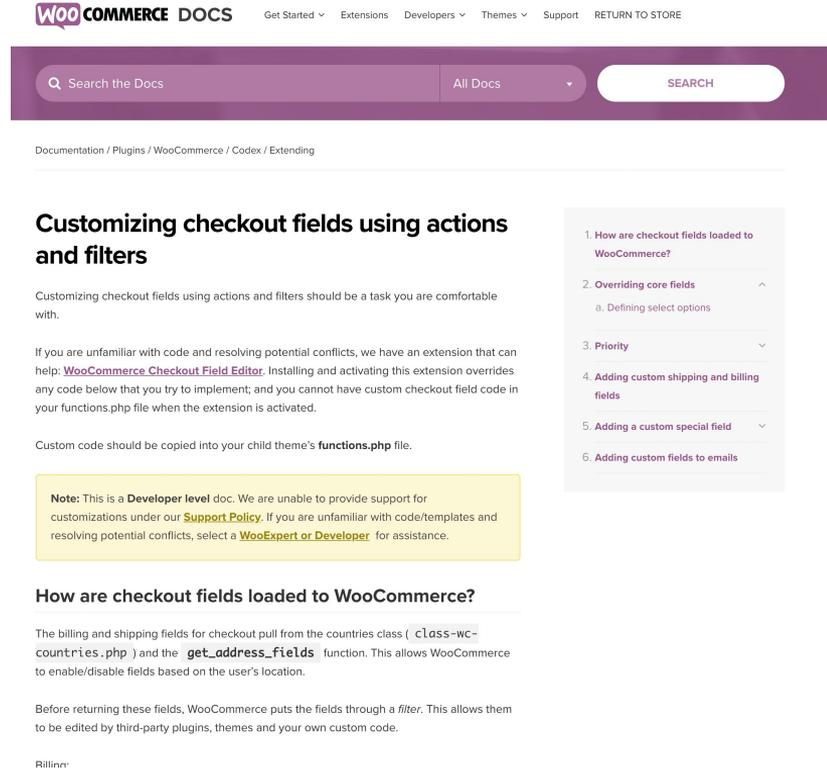
25 SITES

**\$149.00**

BUY NOW

# Let's code!

- PHP code snippet.
- We want to 'filter' the checkout fields.
- WooCommerce Docs feature example code.
- **Give it a try!** Worst case you remove the custom code and use a plugin or developer.



The screenshot shows the WooCommerce Docs website. At the top, there is a navigation bar with the logo 'WooCommerce DOCS' and links for 'Get Started', 'Extensions', 'Developers', 'Themes', 'Support', and 'RETURN TO STORE'. Below the navigation bar is a search bar with the text 'Search the Docs' and a dropdown menu set to 'All Docs'. A 'SEARCH' button is also present. The main content area is titled 'Documentation / Plugins / WooCommerce / Codex / Extending'. The article title is 'Customizing checkout fields using actions and filters'. The text explains that customizing checkout fields using actions and filters should be a task you are comfortable with. It also mentions that if you are unfamiliar with code and resolving potential conflicts, there is an extension called 'WooCommerce Checkout Field Editor' that can help. A note in a yellow box states: 'Note: This is a Developer level doc. We are unable to provide support for customizations under our Support Policy. If you are unfamiliar with code/templates and resolving potential conflicts, select a WooExpert or Developer for assistance.' The article is divided into sections, with a table of contents on the right side listing: 1. How are checkout fields loaded to WooCommerce?, 2. Overriding core fields (with a sub-item 'a. Defining select options'), 3. Priority, 4. Adding custom shipping and billing fields, 5. Adding a custom special field, and 6. Adding custom fields to emails. The first section, 'How are checkout fields loaded to WooCommerce?', is currently selected and expanded. The text under this section explains that the billing and shipping fields for checkout pull from the countries class ( `class-wc-countries.php` ) and the `get_address_fields` function. This allows WooCommerce to enable/disable fields based on the user's location. It also mentions that before returning these fields, WooCommerce puts the fields through a filter. This allows them to be edited by third-party plugins, themes and your own custom code.

## ISSUE!

# Communicate why a checkout field might be necessary

- Same as before with removing unnecessary fields.
- Plugin or custom code - **let's try both.**

## ISSUE!

# Disable auto-capitalization on email field / use the right field type

- Better UX on mobile as it will show the @ sign.
- Similar for phone fields.
- Normally done by default but be sure to test your store on mobile to see.
- If it isn't, update Woo and/or theme. Worst case you can try edit the checkout field **type** to be **email**.

## ISSUE!

# Use number fields for credit card fields

- Normally not an issue with WooCommerce, but can depend on your payment gateway.
- Try use a good one like Stripe or Braintree that keeps checkout on-site and uses Woo's built-in checkout form.
- Apple Pay / Google Pay can improve UX / checkout.

# Make it easy to find and click the Place Order button on checkout

Custom code can help like we did with the add to cart button.

We can make it fixed/sticky with some custom CSS.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

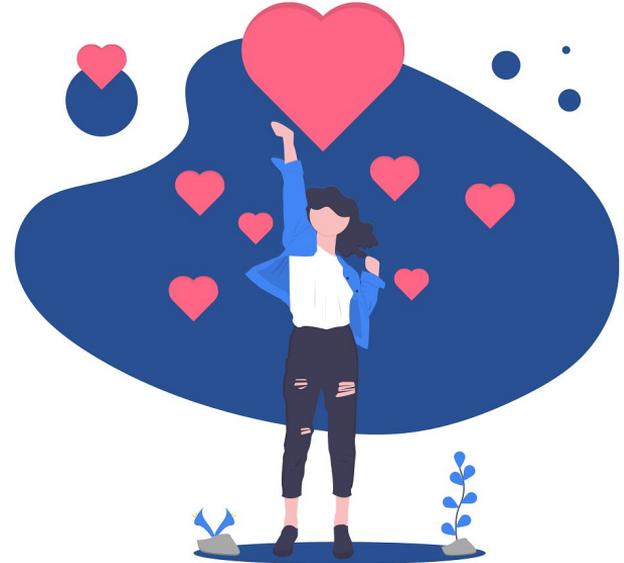
**Place order**

**Let's Solve**



# Metorik

[metorik.com](https://metorik.com)



# Thanks!

**Any questions?**

You can find me at:



**@bryceadams**

