eBook

10 Common UX Mistakes and How to Fix Them

Fix these user experience blunders and keep your customers coming back

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Contents

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UX: The most important digital element that you can't see...until there's a problem
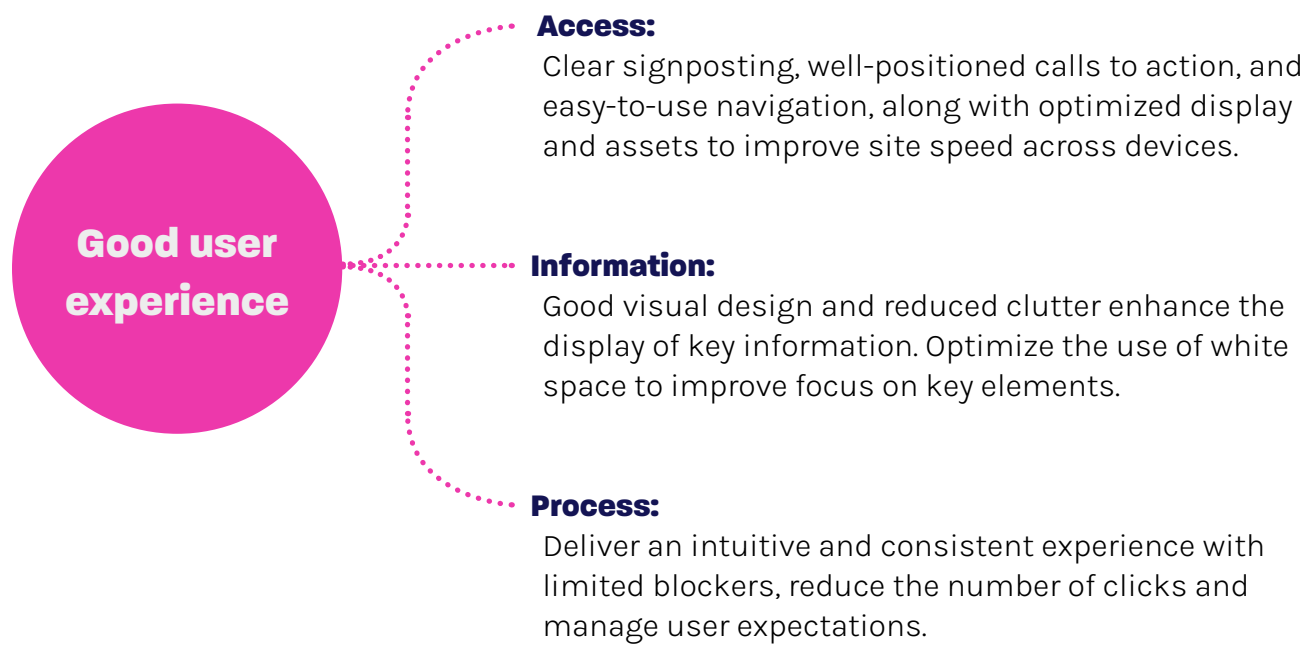
We've all experienced it: You go to a website and the password doesn't work. Or the navigation is cluttered and overwhelming. Or you click "buy" and get an error code. In retail alone, login struggles result in a high 12.6% average error rate, based on our own analysis of over 10 million sessions across more than 400 enterprise clients.

> *"Good design, when it's done well, becomes invisible. It's only when it's done poorly that we notice it."*
>
> - Jared Spool, UX expert

These are just some of the user experience (UX) mistakes on websites and apps that can break the trust of a potential customer—and there's a high probability they won't come back. But there's a way to head off common UX mistakes before they happen and deliver a frictionless experience that will delight your customers every step of the way.

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These are just some of the user experience (UX) mistakes on websites and apps that can break the trust of a potential customer—and there's a high probability they won't come back. But there's a way to head off common UX mistakes before they happen and deliver a frictionless experience that will delight your customers every step of the way.

Good user experience

Access:
Clear signposting, well-positioned calls to action, and easy-to-use navigation, along with optimized display and assets to improve site speed across devices.

Information:
Good visual design and reduced clutter enhance the display of key information. Optimize the use of white space to improve focus on key elements.

Process:
Deliver an intuitive and consistent experience with limited blockers, reduce the number of clicks and manage user expectations.

Keep reading for 10 common UX mistakes that companies make and some best practices to fix them.

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1

Navigation overload

Complex, complicated navigation is a big turn-off to users to the point that they may give up on search, or worse yet, leave the site or app. Poor navigation design issues include: having to select and expand icons; scrolling excessively to select options "below the fold;" and the inability to refine results. These issues are compounded on mobile.
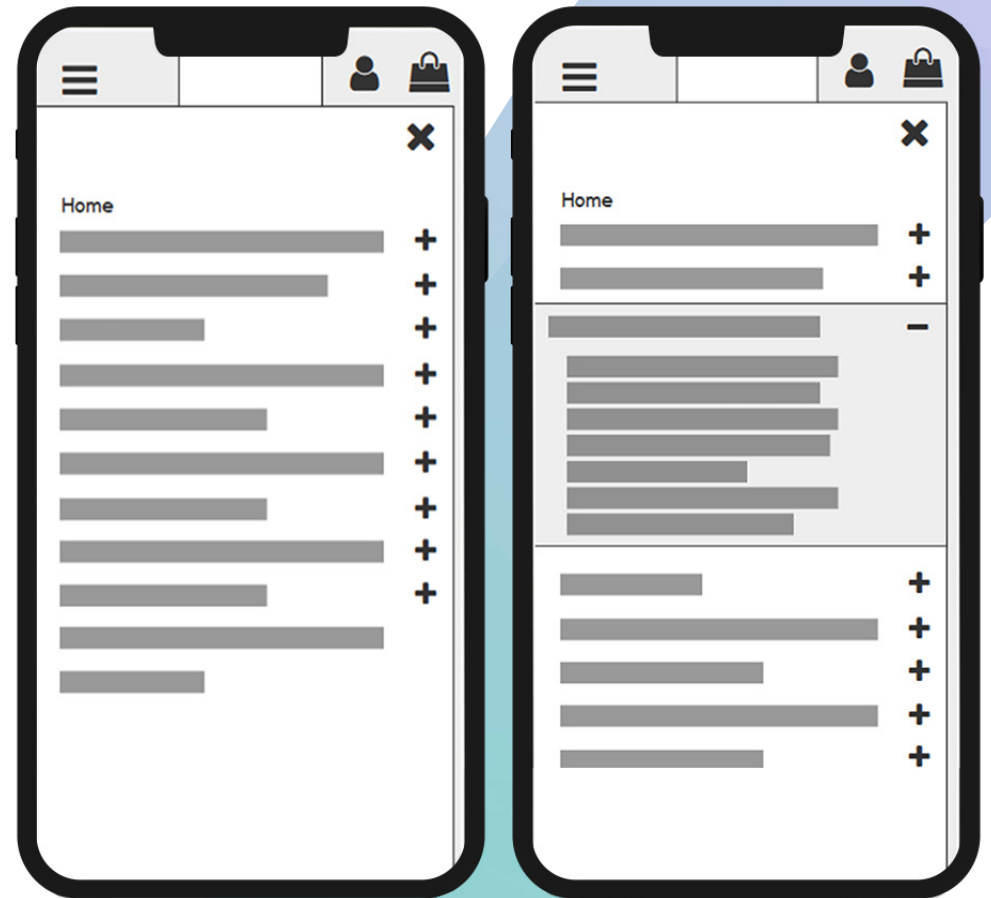
The fix:

1. Step navigation (categories and sub-categories) is more intuitive, increasing site interaction by 6% by providing the ability to move in and out of navigation levels with ease.

2. Display navigation options so that they are visible within the visitor's viewport.

3. Ensure there is good access to all links and options without the need to scroll.

+6% more interaction with step navigation over expanding
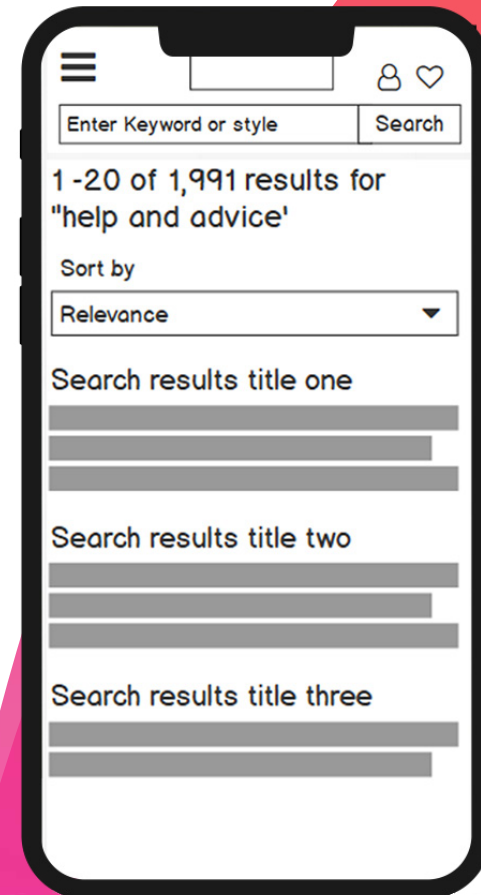

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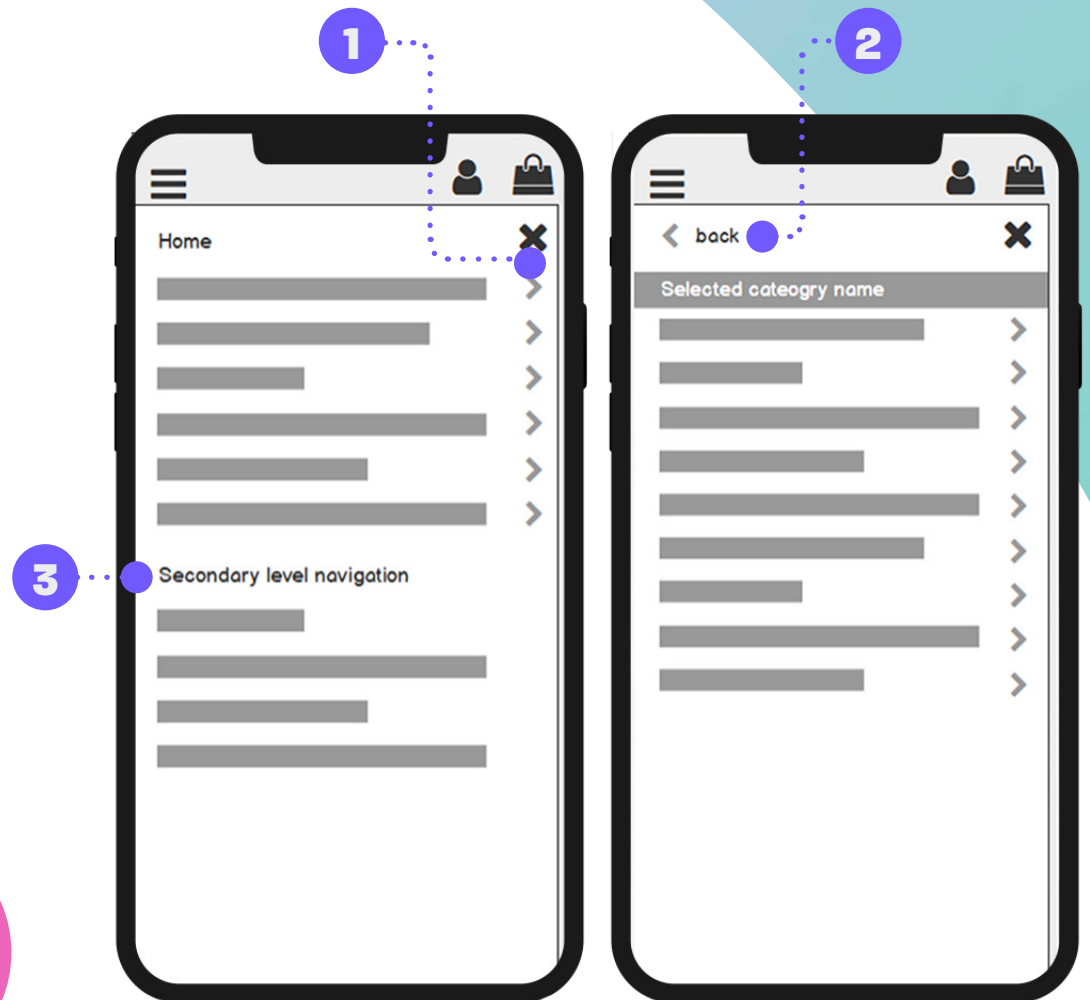
2

Poor search experience

Search is one of the most critical functions that visitors use to find relevant information, products of interest or get help. According to our analysis, over one-third of the time users will give up and leave your site if they're not getting good direction.

Bad search experiences include: offering too many options unrelated to a search, sifting through multiple pages, and the inability to refine results. Conversely, visitors may not get any search "hits," perhaps by mistyping, or there are no results.
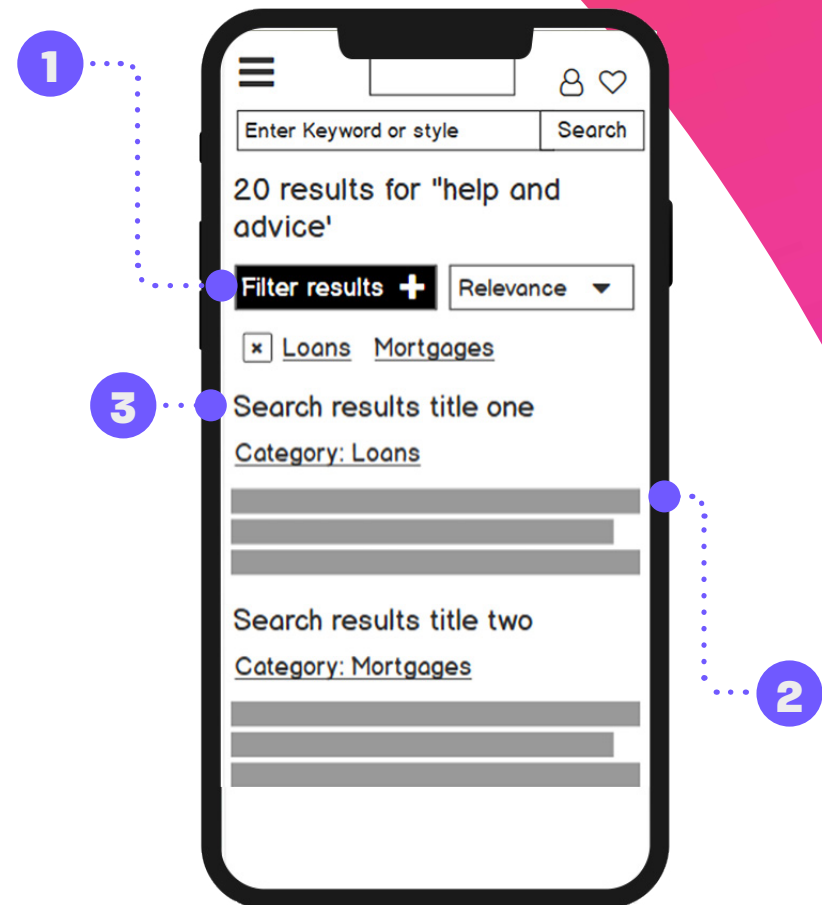
36% average exit rate from search pages

	Enter Keyword or style	Search

1 -20 of 1,991 results for "help and advice'

Sort by

Relevance ▼

Search results title one

Search results title two

Search results title three

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The fix:

1. Treat the search page like a product list page, allowing visitors to filter, even if by category.

2. Provide filters to refine results or offer a short description of the content for quick scanning.

3. Suggest keyword-related terms based on the information the visitor has entered or display popular searches when no relevant results are found.

4. Reduce the possibility of failed searches by adding a smart search feature.[1]

1

3

2

Enter Keyword or style   Search

20 results for "help and advice'

Filter results ➕   Relevance ▼

✕ Loans   Mortgages

Search results title one
Category: Loans

Search results title two
Category: Mortgages

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3

Super-sized image issues

A gorgeous hero graphic may represent your brand or product perfectly, but it also takes up the entire viewport of the screen for the user. Giant images block access to primary calls to action and can create a false bottom for the visitor.

Typically seen on home pages, landing pages and product pages, oversized graphics force users to continue scrolling down the page to discover key information, CTAs and links. This experience results in 57% of users scrolling to access content "below the fold."


Enter Keyword or style

Notebook Mockup
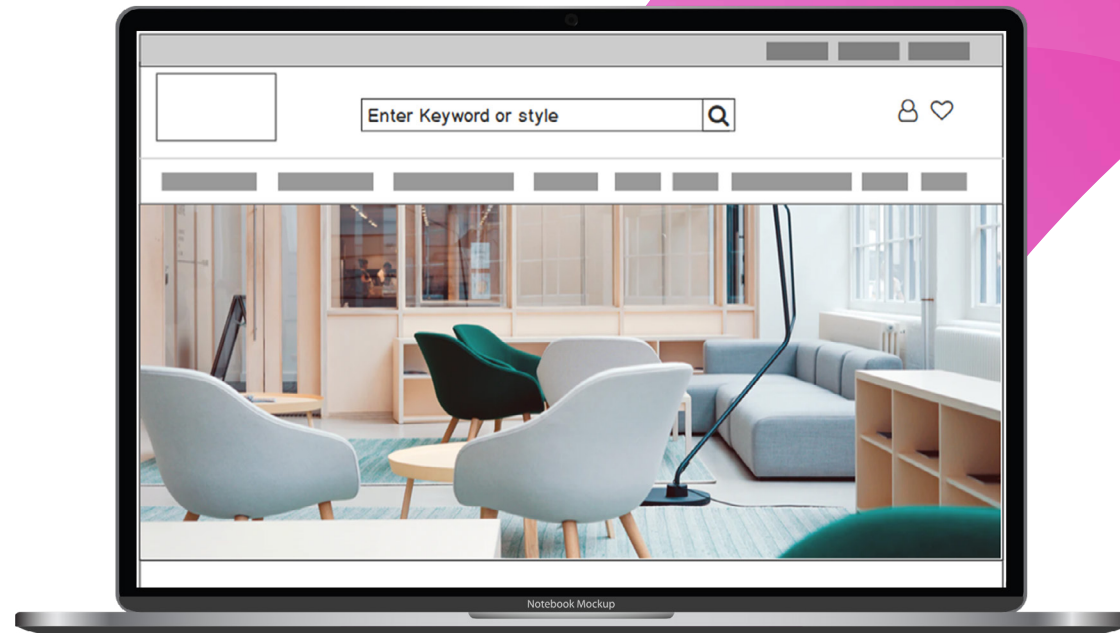
57% of visitors must scroll below the fold

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The fix:

1. Reduce the size of the hero imagery and improve the visibility of key messages with a grid approach.[2]

2. Condense content where possible and give users the option to reveal elements they're interested in, rather than showing everything by default.

3. Provide sticky in-page navigation for mobile.

[2] 6 Rules of Thumb For Creating Website Grids

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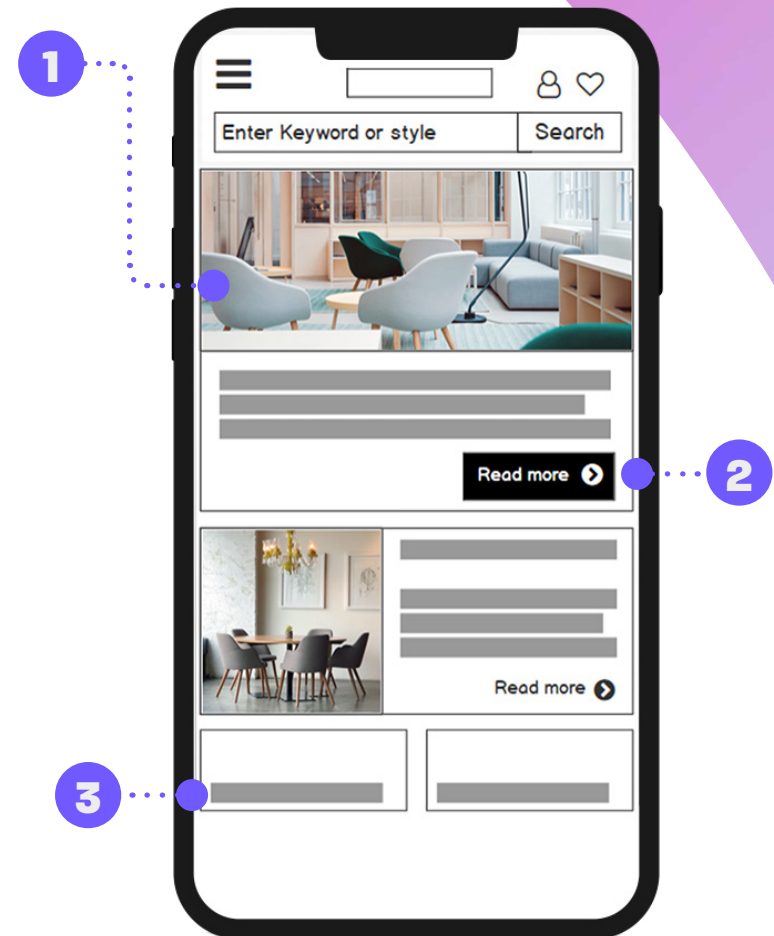
4

Unclear or lack of shipping information

The natural next step during the checkout process is finding out when you'll get your order and how much it will cost. Often, delivery information expectations are not met, leaving users with more questions than answers. Lack of specificity around costs, delivery dates, and other details can drive visitors to leave your site. Conversely, those sites with a user-focused, frictionless shipping experience have a 7.5% lower average exit rate, so it pays off—literally—to offer the information your customers need to click "buy."
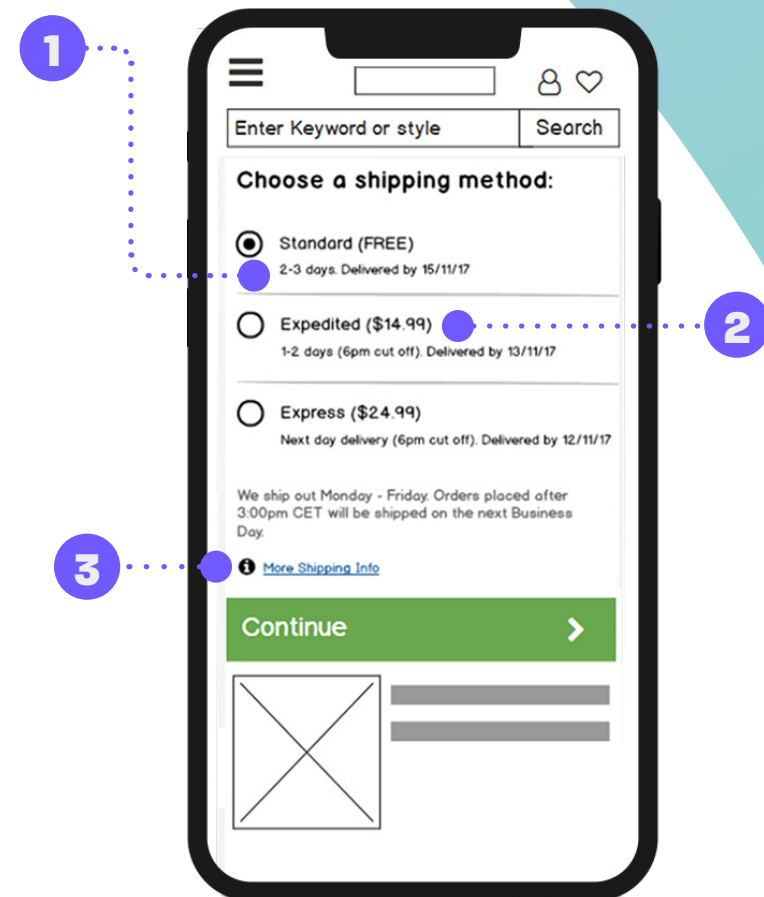
7.5% drop in exit rate on sites that improve shipping info

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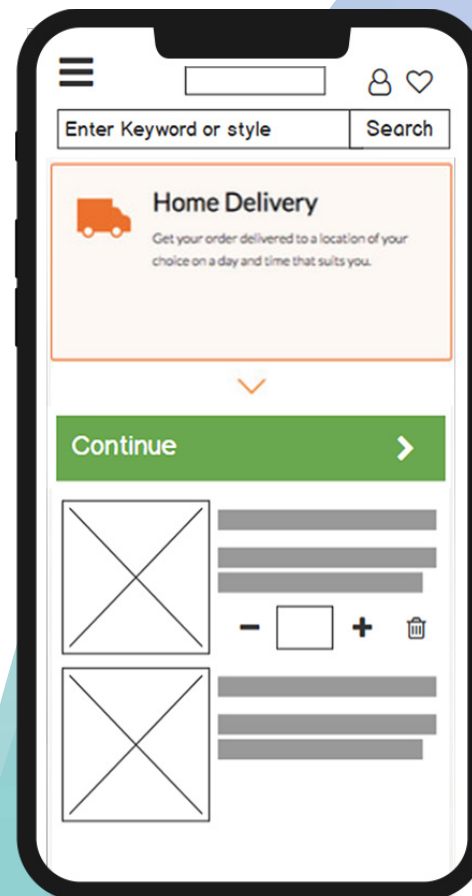
The fix:

1. Provide users with full visibility on delivery timing with a date range or a "delivered by" date.

2. Be explicitly clear and show all costs for delivery at the earliest opportunity.

3. Highlight delivery cut off times for high priority shipping requirements.

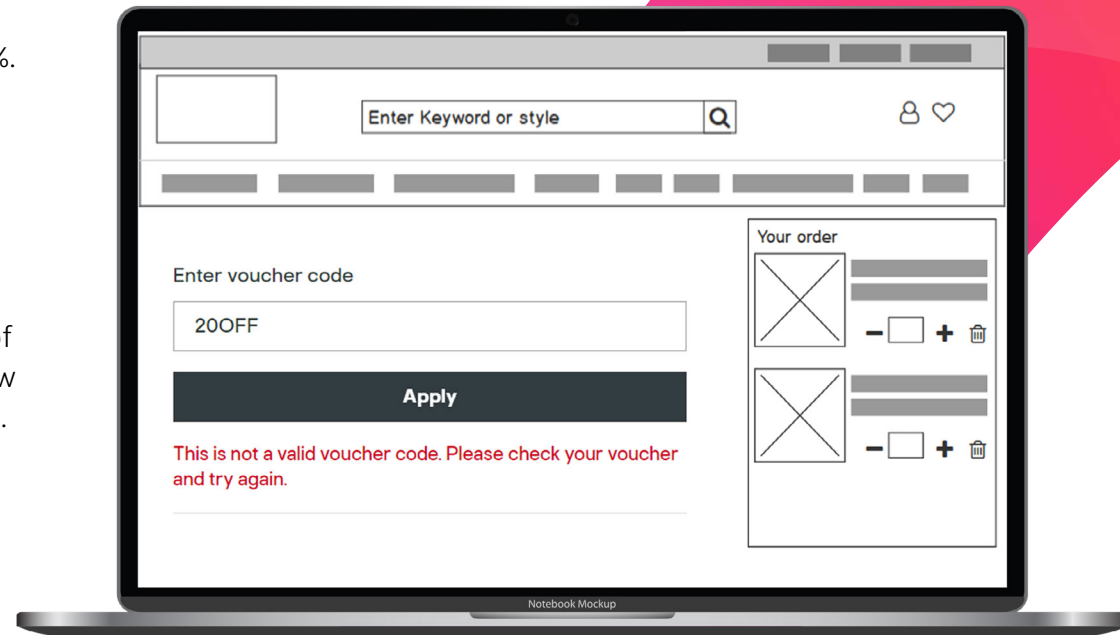4. Offer up more shipping information on the page with a lightbox or other way to prevent exits.

Enter Keyword or style   Search

Choose a shipping method:

⦿ Standard (FREE)
2-3 days. Delivered by 15/11/17

○ Expedited ($14.99)
1-2 days (6pm cut off). Delivered by 13/11/17

○ Express ($24.99)
Next day delivery (6pm cut off). Delivered by 12/11/17

We ship out Monday - Friday. Orders placed after 3:00pm CET will be shipped on the next Business Day.

ⓘ More Shipping Info

Continue ❯

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Discount code field drop offs

Promo codes are a great purchase motivator—except when they don't work. The average error rate for promo codes is 4.3%.

Generally, issues happen in two ways:

- When "chancers" look online for promo codes when code fields are displayed and strike out.

- When serious shoppers have usable codes, but because of a poorly-worded or missing error message, they don't know what the problem is, become frustrated and leave the site.
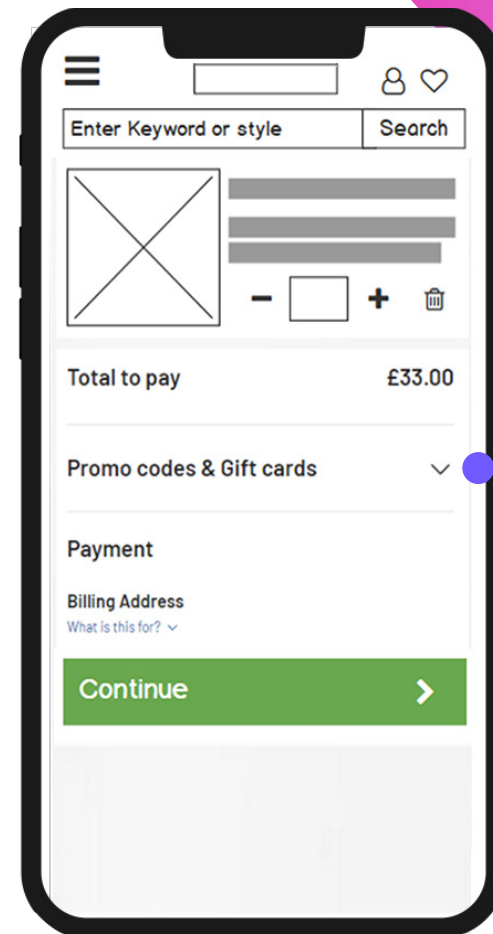
4.3% average promo code error rate

Enter Keyword or style

Enter voucher code

20OFF

Apply

This is not a valid voucher code. Please check your voucher and try again.

Your order

Notebook Mockup

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The fix:

1. Only show the promo code where it can be entered instead of promoting it around the site extraneously.

2. Collapse the promo code field to cut distractions. This reduces errors by more than 5% and provide an added bonus of eliminating some of the opportunists with little intention to buy.

3. Provide a clear error message about why the code doesn't work (i.e. it's expired, doesn't meet terms and conditions, etc.).

5.8% decrease in promo code errors when field is collapsed

Enter Keyword or style   Search

Total to pay   £33.00

Promo codes & Gift cards

Payment

Billing Address
What is this for?

Continue

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Error pages that go nowhere

"Oops, something has gone wrong" are words no visitor wants to see on a page. It's also one of the worst disruptions to the visitor's flow, and appears most often on quote journeys and checkouts.

The biggest issue with these error pages is that they seldomly explain the problem and what to do next. There's also not much encouragement to try again, which causes visitor drop-off.

This confusing experience leads to a whopping 62% average exit rate from a website.

3.8% average error rate

Enter Keyword or style

❌

We're sorry, but something went wrong.
The issue has been logged for investigation. Please try again later.

Notebook Mockup

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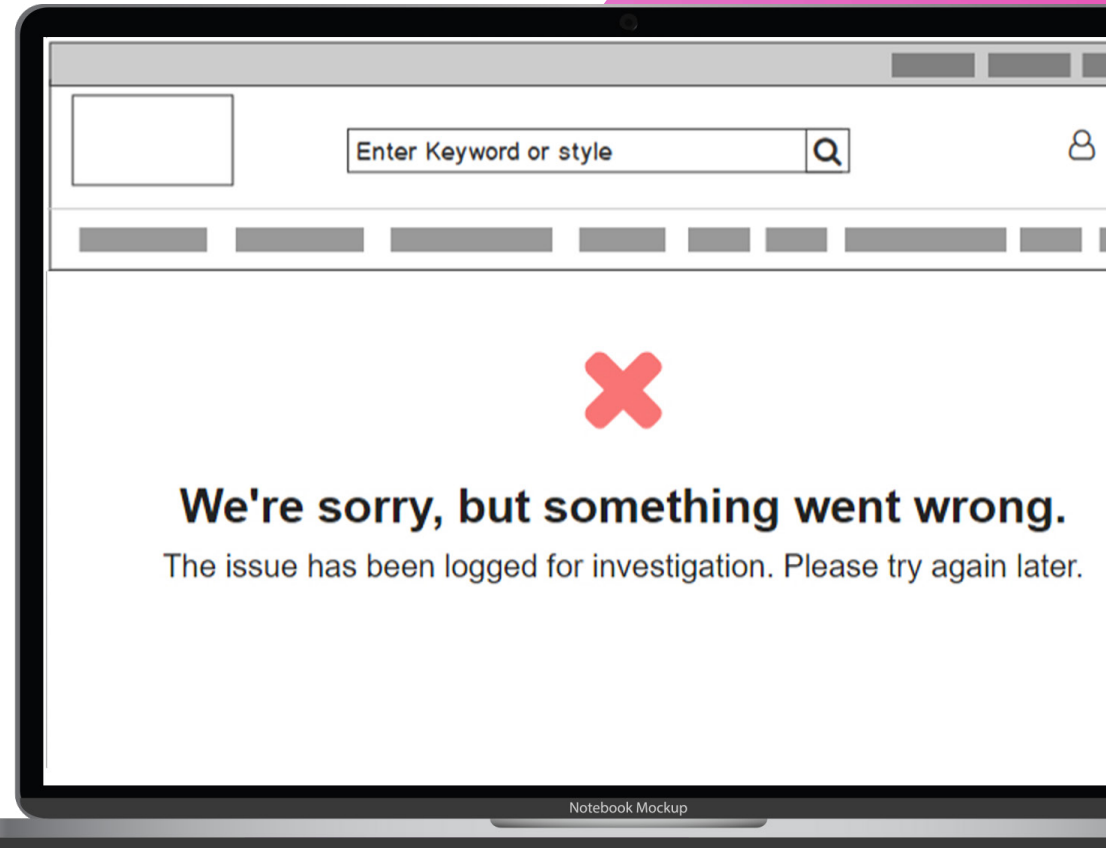
The fix:

1. Provide that extra layer of information by explaining what the problem is and what they should do next. Was it the user's action? A technical problem with the website or app?

2. Reassure visitors on the payment page that no payment was taken, and provide a link to go back or re-attempt the process.

3. Offer additional options to further assist users, such as live chat or a telephone number for immediate help.

62% of visitors exit after such messages

1

Enter Keyword or style

⚠ **Oops!**

We're sorry, there has been an issue with our website.
Don't worry! You can go back and try again.

Try again

2

If after retrying a few times you're still unsuccessful please feel freeto get in touch with us by live chat or telephone:

3 Call us: +1 212-980-6505   💬 Launch Live Chat

Notebook Mockup

GLASSBOX
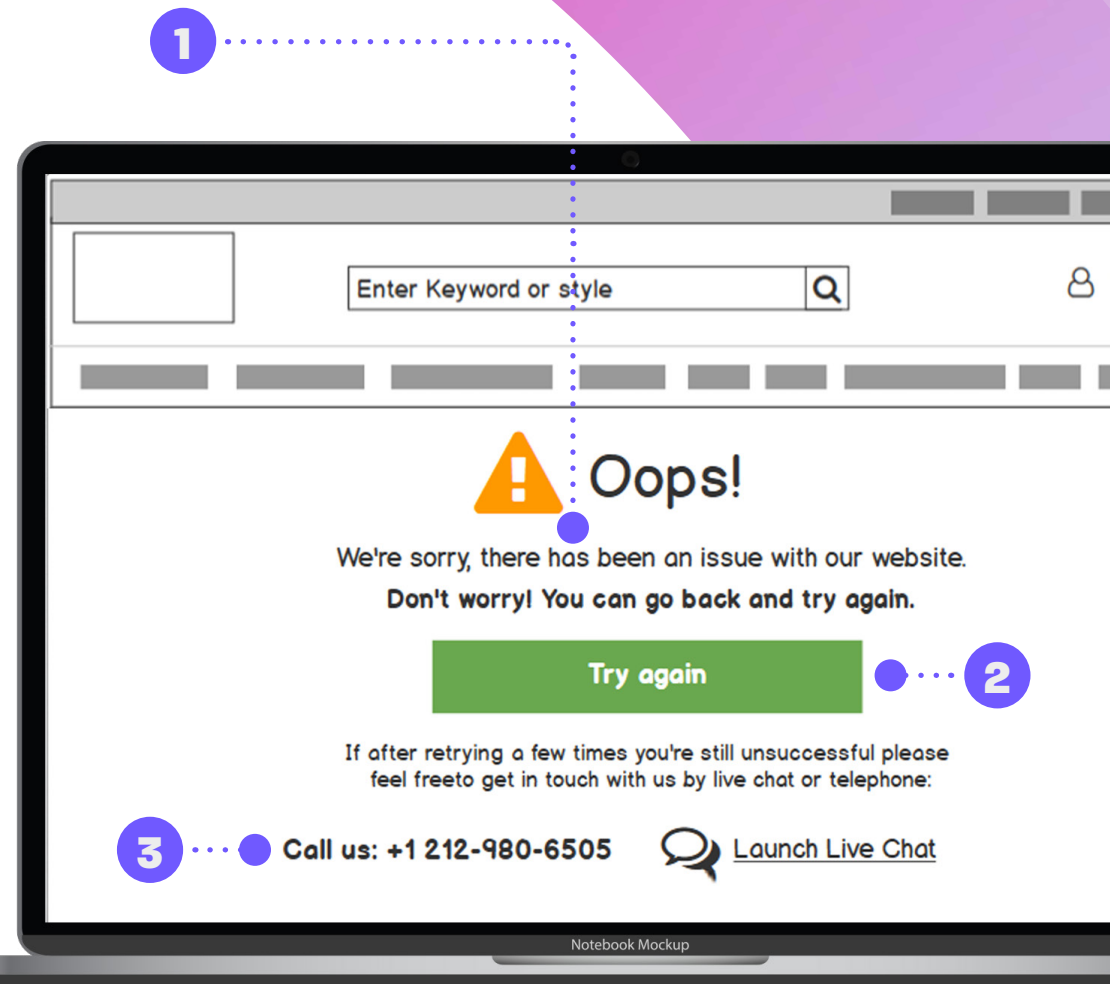
Problems logging in

Difficulties getting into a website don't just disrupt user flow, they increase the chances of a customer to abandoning your site. This issue is often caused by lack of direction or "signposting" for the visitor including poor or no error messaging and no reset password function.

12.6% average error rate for retailers

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The fix:

1. Show prominent reset password links in the error message with a clear CTA.

2. Offer the opportunity to reveal the typed password to ensure there are no mistakes.

3. Allow visitors to use the guest checkout in order to save the sale if there are issues.

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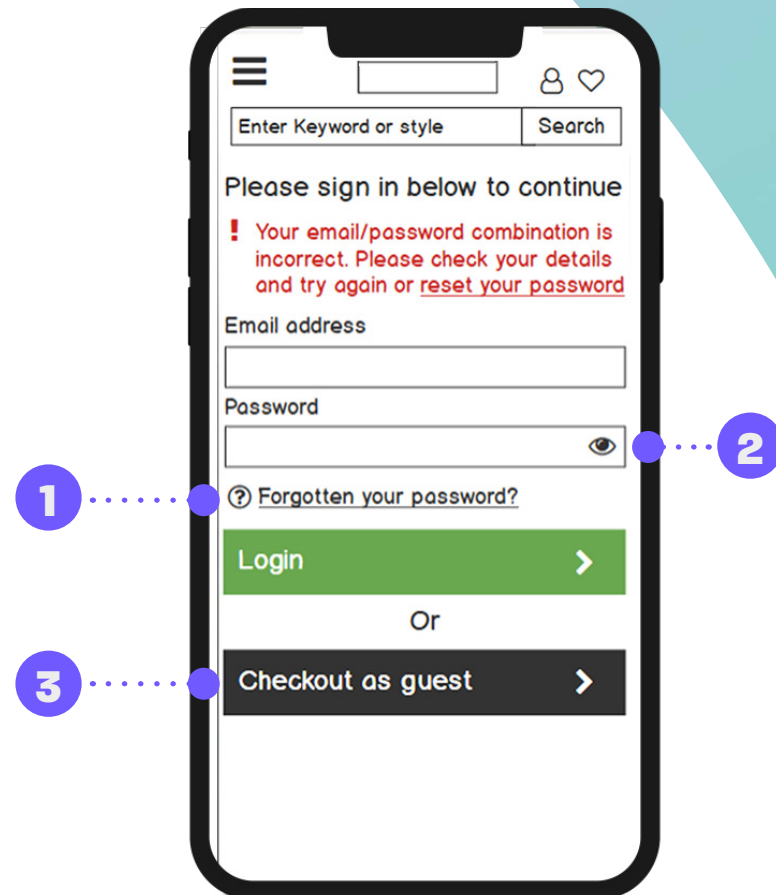
Password creation and confirmation struggles

Problems creating a password when opening an account happen an average of 22% of the time. Many times information about requirements such as numbers, uppercase characters and special characters isn't provided upfront, so visitors only become aware of password validation issues after they've submitted their desired password.

This is the result of hidden or poorly-positioned password validation and users don't know that they need special characters until they get a password error.

22% average password creation error

Enter Keyword or style | Search

Email address:

Create password:

Invalid password
must include one number, one capital letter
and one a special character

Confirm password:

Your passwords do not match

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The fix:

1. Add checkbox style tooltips to display information as the user progresses to see which requirements have been met and those they need to add or change.

2. Provide a "show password" feature, which reduces the risk of visitors confirming their password incorrectly.

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9
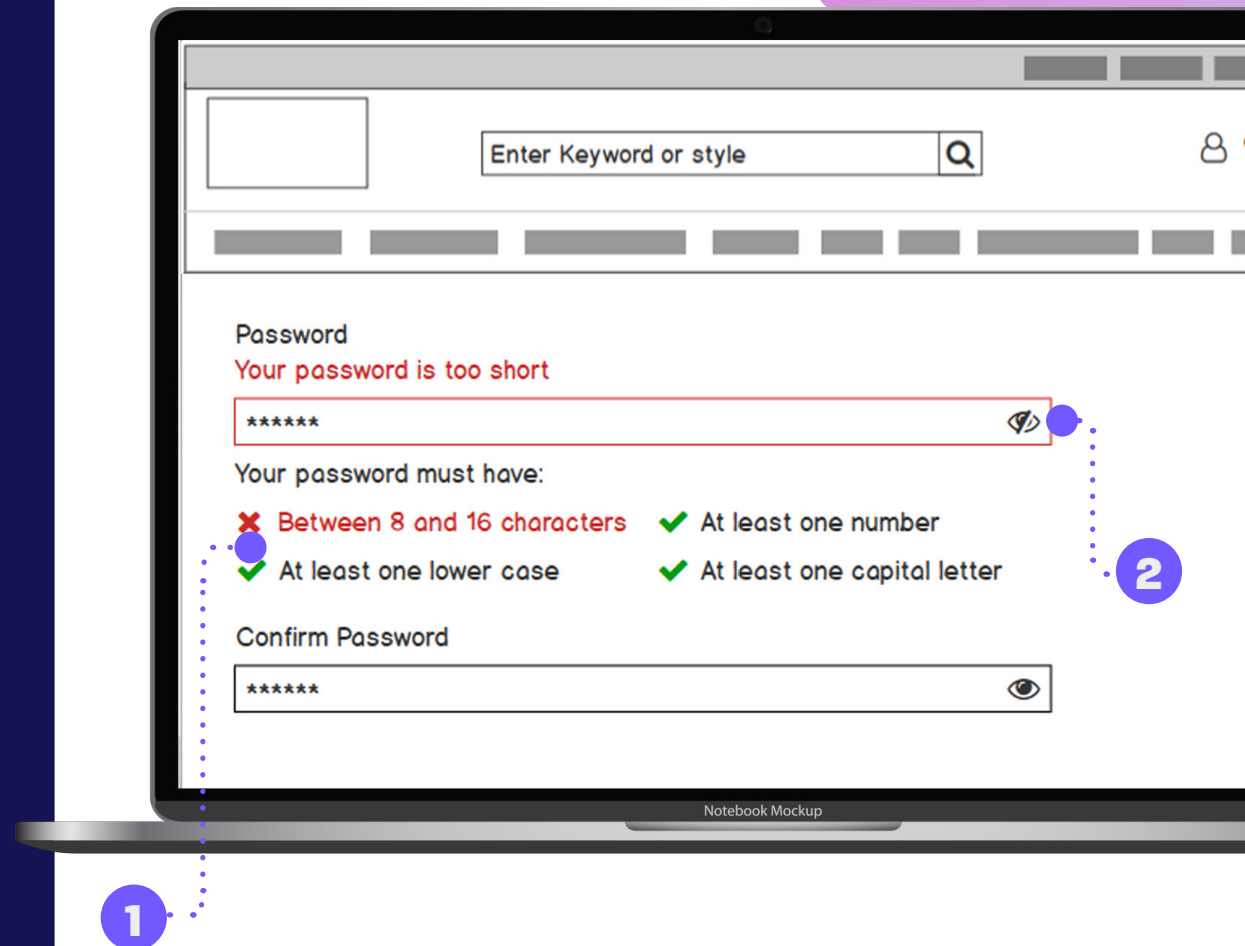
Required fields issues

Filling out forms is a standard part of many websites and app account registration and purchase processes, but it can also trigger visitor headaches that lead to abandonment. The average error rate on forms is over 13%.

Challenges arise from several causes: default error messages that offer little direction on what's wrong or missing; multiple fields with required fields leading to "error blindness"; and users not correcting errors which leads to exits. Implementing user-focused changes to your form can result in fewer errors, higher conversion rates and increased revenues.

13.3% average form error rate

Enter Keyword or style

First name:

Last name:

Field is required

Company name:

Date of birth

DD   MM   YYYY

Mobile number:

Landline number:

Field is required

Email address:

Confirm email address

Field is required

Notebook Mockup

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The fix:

1. Start with a clean layout, separating questions into manageable groupings.

2. Pre-select answers for common or binary questions.

3. Enable buttons where possible to improve completion accuracy.

4. Describe errors in detail in-line on each field so users can correct them as they go.

4.7% reduction in error rates with improved form layouts

3

Title

| Mr | Mrs | Miss | Ms | Dr | Rev |

First name: *

Last name: *

Please enter your last name

4

Mobile number: *
We need this to contact you about your application

Your Finances

What is your annual income?

$

1

Notebook Mockup

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Address not found

Did you know about 35% of visitors use their browsers' or devices' autofill feature to store personal information? It's convenient and saves time. Even better, it helps your customers check out 30% faster since there is less interaction required.[3]
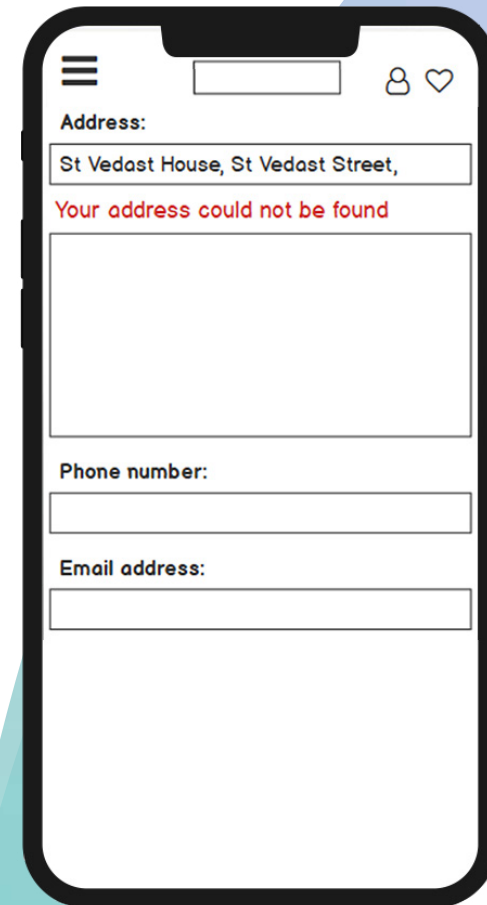All around, it's a usability win.

However, the autofill feature doesn't always work properly. Users can run into problems when the address is not saved in the same format as the database, when the address field instructions are missing or when the layout is confusing. These problems are all made worse on a mobile screen.

In addition, visitors often fail to notice that they need to complete a lookup step and only become aware when a failure occurs when they try to submit the form.

6.4% average adress error rate

Address:

St Vedast House, St Vedast Street,

Your address could not be found

Phone number:

Email address:

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The fix:

1. Test several options to see which is more effective: Display all fields by default or a one-line address finder with a manual "find address" link.

2. Enable auto-fill on relevant fields but also allow editing to give users control.

3. Keep in mind global considerations, such as state or province fields, when designing address fields and autocomplete options.

Address:

1 ···· Please start typing your address

Address line 1:*

2 ····

Street Address, P.O. Box

Address line 2: (optional)

Apartment, Suite, Unit, Floor

City:*

Country (optional):

3 ····

Postal Code:*

Good UX is essential—and achievable

Almost 90% of consumers say they are less likely to return to a site after a bad experience.[4] No online businesses can afford to ignore this statistic. Understanding these common user experience pain points and addressing them before they impact your bottom line is crucial.
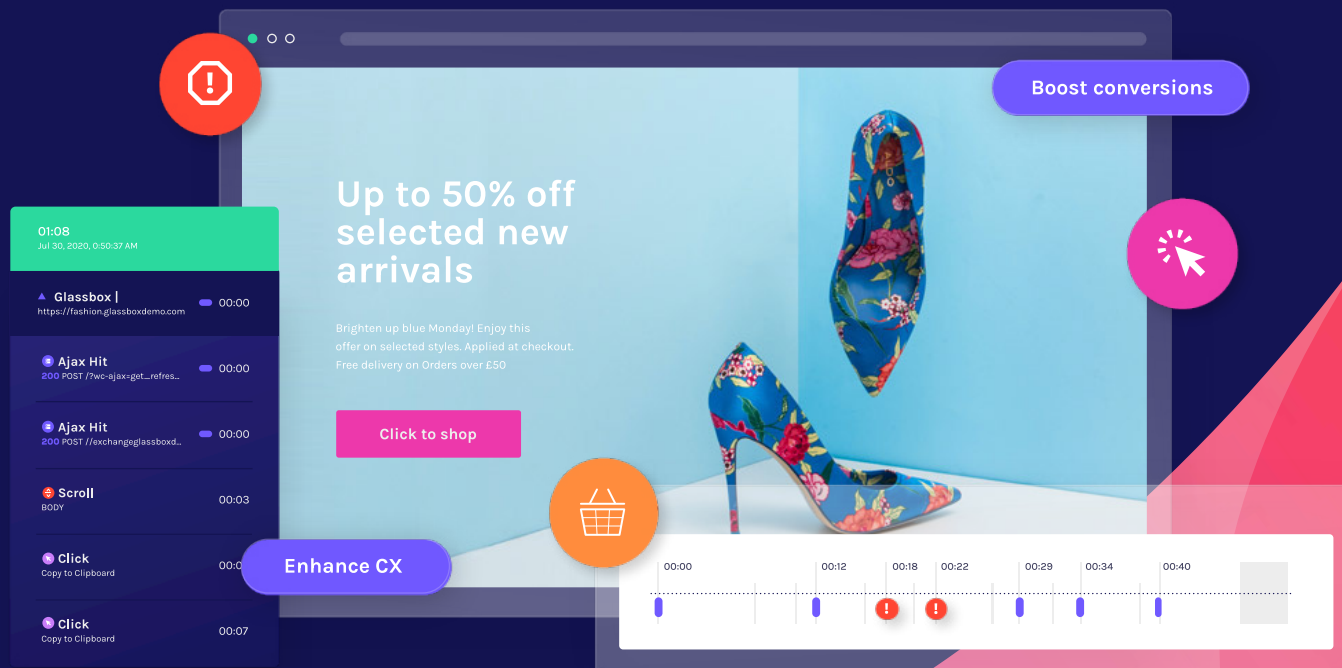
[4] 27 eye-opening website statistics.

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About Glassbox

Glassbox empowers organizations to create frictionless digital journeys for their customers. Our digital experience analytics platform works in real time across mobile apps and websites to accelerate loyalty and growth. Through AI-driven visualization and analytics tools, Glassbox helps teams to prioritize customer experience and digital product enhancements from a single collaborative system. Teams across the organization, from IT and product management to marketing and compliance, can understand user struggles, visualize the customer journey and optimize every step. Hundreds of enterprises across multiple industries choose Glassbox for easy, secure and private cloud-based deployments.

To learn more about how Glassbox can help you improve digital journeys, conversion rates and accelerate growth, **view a product demo.**

All statistics taken from our own analysis of over 10 million sessions across more than 400 enterprise clients unless otherwise noted.

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