

# RETAIL WEB DESIGN

Small Decisions for a  
Huge Impact





HI, I'M  
MICHELLE.

I *Design*  
& BUILD  
WEBSITES



**KNOW YOUR  
AUDIENCE**

A grayscale photograph of a hand clicking a computer mouse. The mouse is white with a black cord and two black buttons. The hand is positioned over the mouse, with the index finger clicking one of the buttons. In the background, a portion of a black keyboard is visible, showing several keys like 'w', 'e', 'r', 't', 'y', 'u', 'i', 'o', 'p', 'a', 's', 'd', 'f', 'g', 'h', 'j', 'k', 'l', 'z', 'x', 'c', 'v', 'b', 'n', 'm', 'v', 'c', 'f', 'g', 'h', 'j', 'k', 'l', 'z', 'x', 'c', 'v', 'b', 'n', 'm'. The text 'WHY ARE THEY VISITING YOUR WEBSITE?' is overlaid in white, bold, uppercase letters on the right side of the image.

**WHY ARE THEY  
VISITING YOUR  
WEBSITE?**

A person wearing a dark pinstriped suit jacket is holding a white rectangular sign. The sign features the text 'KNOW YOURSELF' in a bold, sans-serif font. The word 'KNOW' is in a vibrant magenta color, while 'YOURSELF' is in black. The person's hands are visible at the top corners of the sign, and they are wearing rings on their fingers. The background is plain white.

**KNOW**

**YOURSELF**



**WHAT IS YOUR  
PRIMARY WIN?**



**THE PROBLEM:  
FRICTION**



**LOSE  
CONVERSIONS**



**8 SECOND  
RULE**

A hand is shown pointing at a central node in a network diagram. The diagram consists of several circular nodes connected by thin lines. The nodes are arranged in a roughly circular pattern around the center. The background is a dark gray gradient.

# THE \$300 MILLION BUTTON

“SIGN UP”



**THE  
SOLUTION:  
REMOVE  
FRICTION**

A person's hands are holding a tablet computer. The screen of the tablet displays the text "THE ZERO INTERFACE". The word "THE" is in black, "ZERO" is in pink, and "INTERFACE" is in black. The text is centered on a white background within a black border.

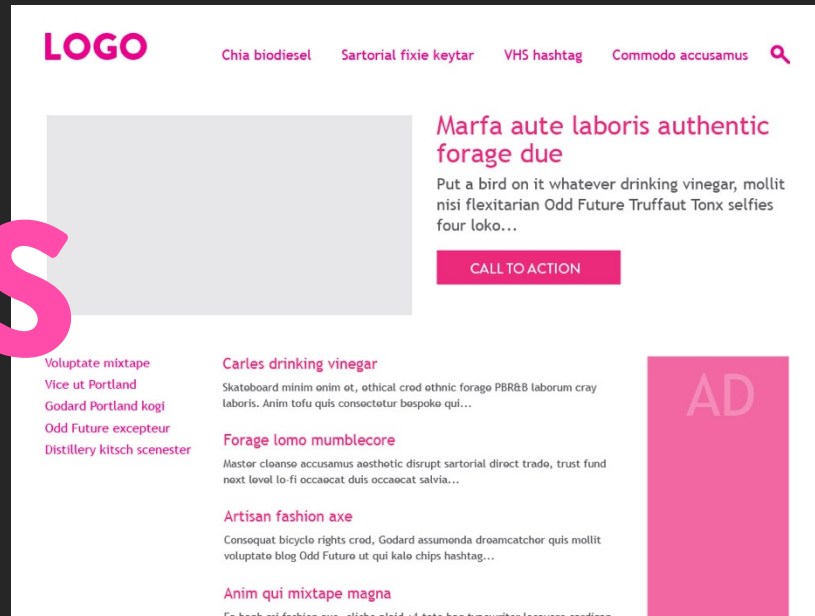
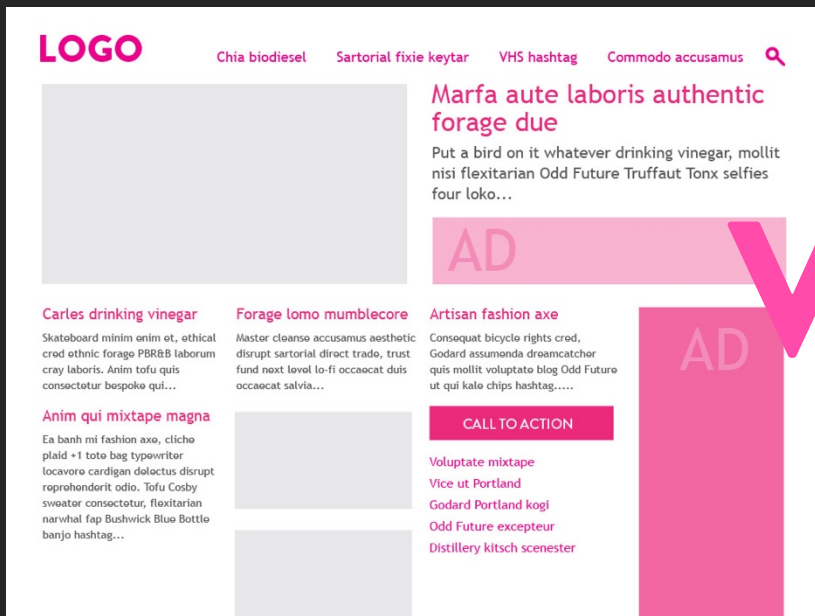
**THE ZERO**  
**INTERFACE**

# SIMPLIFY & FOCUS CONTENT



# REMOVE VISUAL CLUTTER

Fewer elements with more breathing room



VS

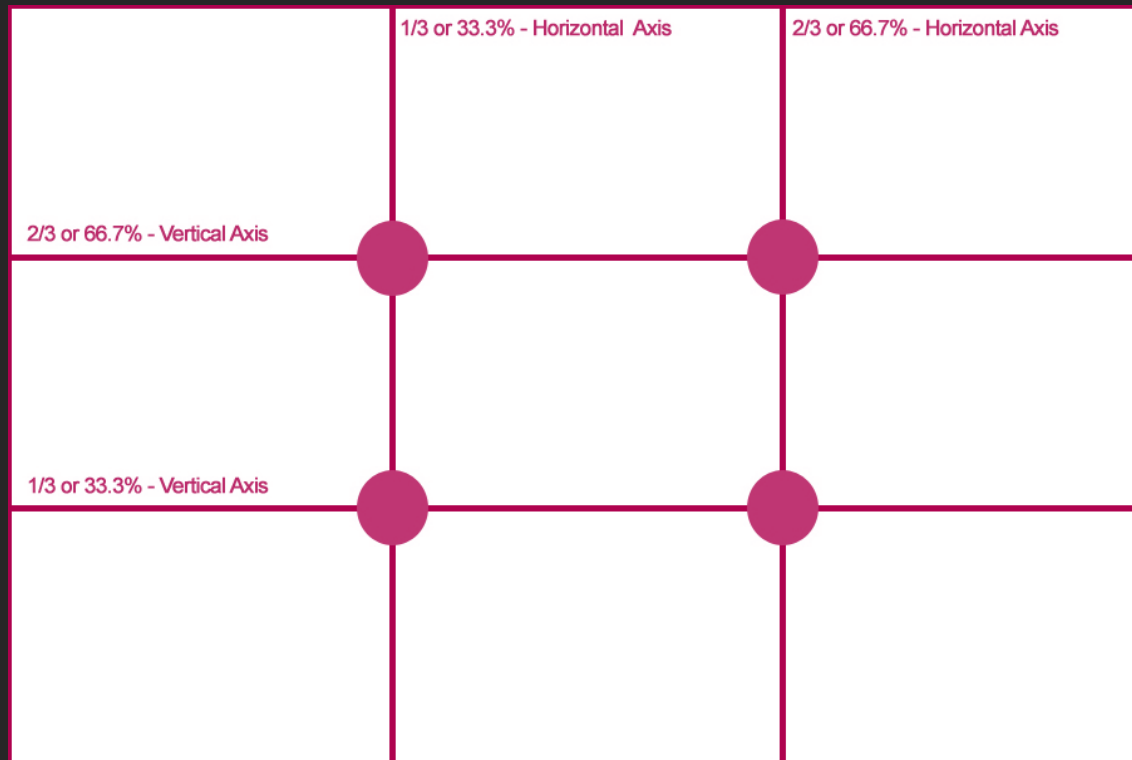


**DECISIONS,  
NOT OPTIONS**

# GOOD DESIGN PRINCIPLES

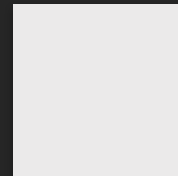
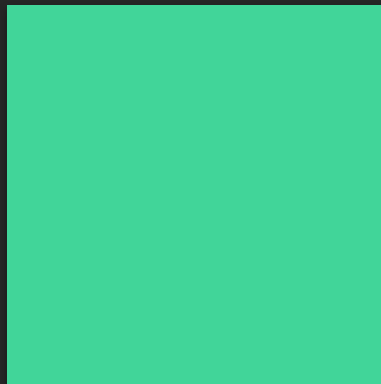
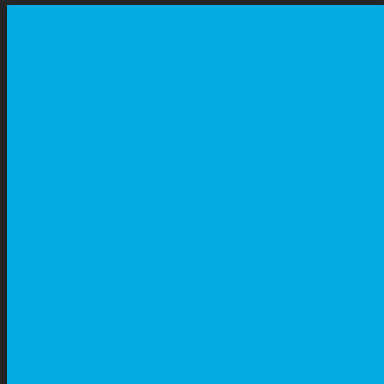
A grayscale image featuring a hand at the top holding a small, dark, rounded object. Below the hand is a horizontal row of six glass spheres. The fifth sphere from the left is significantly larger than the others and has a textured, cracked surface. Each sphere is reflected on the surface below it. The background is a uniform light gray.

# RULE OF THIRDS



# COLOR

Pick **2-3 Colors** plus neutrals



# CONTRAST

Make sure it's **legible**

Lorem ipsum  
dolor sit amet  
consectetur

Lorem ipsum  
dolor sit amet  
consectetur

Lorem ipsum  
dolor sit amet  
consectetur

Lorem ipsum  
dolor sit amet  
consectetur

# TYPOGRAPHY

Pick fonts that are **not too similar**

## **This is My Heading Font**

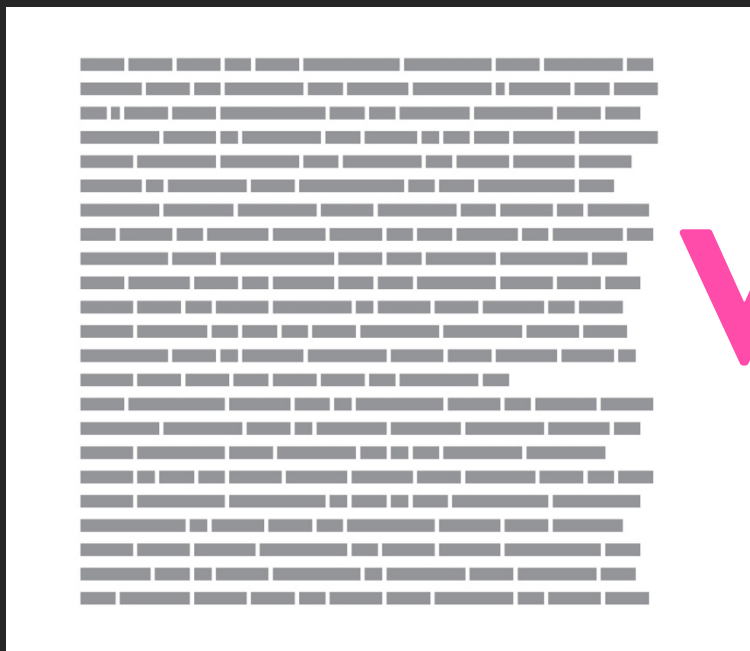
This is my body font, which needs to work well in paragraphs at smaller sizes. Remember to evaluate this for legibility when used within larger blocks of text.

## This is My Heading Font

This is my body font, for use in normal paragraphs at smaller sizes. Body fonts are generally set at 16px with 1.6 line-height to be readable on a large variety of devices.

# READABILITY

**Easily Scannable**, Directed, & Precise




**VS**



# VISUAL HIERARCHY

Which Element is **Most Important**?

**LOGO** Chia biodiesel Sartorial fixie keytar VHS hashtag Commodo accusamus 🔍



**Marfa aute laboris authentic forage due**  
Put a bird on it whatever drinking vinegar, mollit nisi flexitarian Odd Future Truffaut Tonx selfies four loko.


**Carles drinking vinegar**  
Skateboard minim enim et, ethical cred othnic forago PBR&B laborum cray laboris. Anim tofu quis consectetur bospoko qui.

**Forage lomo mumblecore**  
Master cleanse accusamus aesthetic disrupt sartorial direct trade, trust fund next level lo-fi occaecat duis occaecat salvia.

**Artisan fashion axe**  
Consequat bicycle rights cred, Godard assumenda droamcatcher quis mollit voluptate blog Odd Futuro ut qui kalo chips.

VS

**LOGO** Chia biodiesel Sartorial fixie keytar VHS hashtag Commodo accusamus 🔍



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# VISUAL HIERARCHY

## Which Element is **Most Important?**

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**Voluptate mixtape**  
**Vice ut Portland**  
**Godard Portland kogi**  
**Odd Future excepteur**  
**Distillery kitsch scenester**

**Marfa aute laboris authentic forage**  
*by: Pitchfork Truffaut | April 26, 2014 | Gastropub, Typewriter*

**Anim qui mixtape magna**  
 Put a bird on it whatever drinking vinegar, mollit nisi flexitarian Odd Future Truffaut Tonx selfies keffiyeh veniam photo booth actually four loko. Helvetica bespoke typewriter, salvia aesthetic deep v butcher pour-over odio Marfa. Quis biodiesel food truck nesciunt, Truffaut artisan blog readymade. Messenger bag direct trade dreamcatcher synth swag officia, meh pariatur meggings street art freegan placeat Tonx minim. Cliche whatever tattooed actually gastropub. Adipiscing banjo leggings, cred aute PBR&B Echo Park PBR delectus.

**Anim qui mixtape magna**  
 Ea banh mi fashion axe, cliche plaid +1 tote bag typewriter locavore cardigan delectus disrupt reprehenderit odio. Tofu Cosby sweater consectetur, flexitarian narvhal fap Bushwick Blue Bottle banjo hashtag. Plaid dolore fingerstache forage lomo mumblecore master cleanse photo booth sartorial do asymmetrical veniam fixie.

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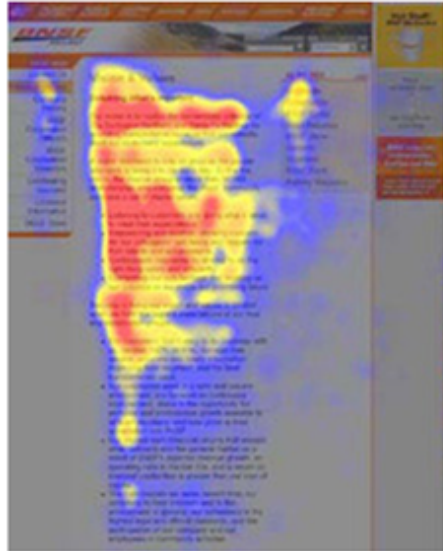
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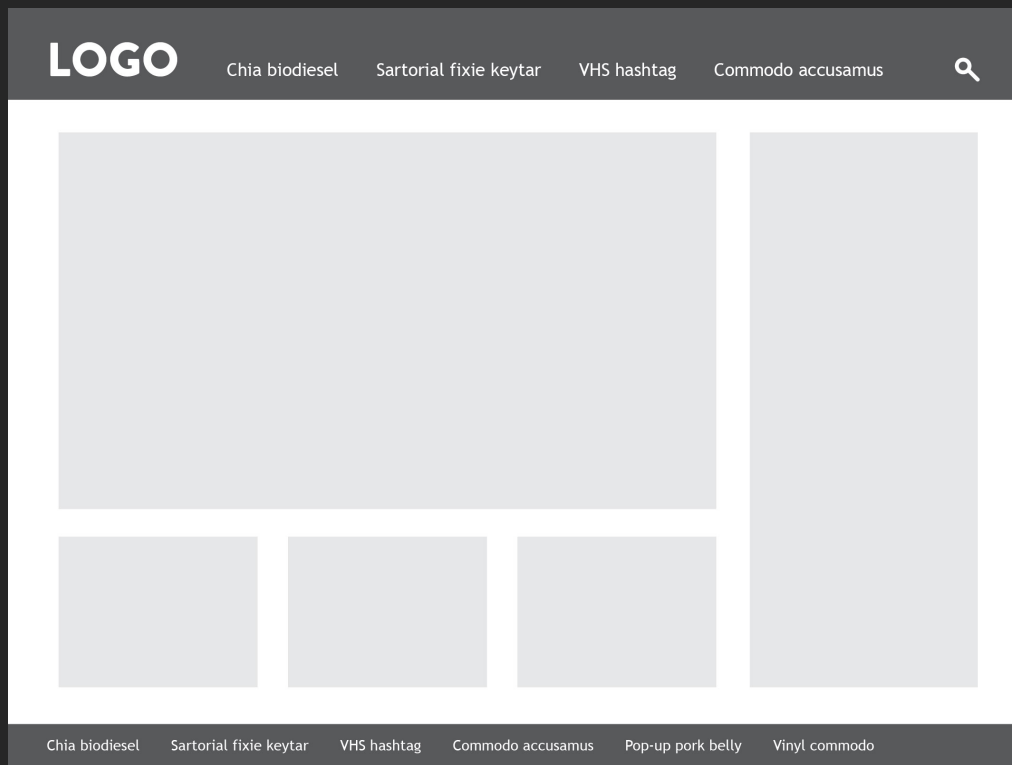
**Artisan fashion axe**  
 Consequat bicycle rights cred, Godard assumenda dreamcatcher quis mollit voluptate blog Odd Future ut qui kale chips.



# F-SHAPE MOVEMENTS



# MENTAL MODELS



# MENTAL MODELS

**Header:** navigation, logo

**Footer:** extra navigation, contact info, terms/conditions

**Contact Us:** page/form easily accessible

**Search:** let people find things their way

**Scrolling, Swiping:** behave normally, don't hijack

**Clicking:** affordance, knowing something is "clickable"

**Icons & Metaphors:** map pin, social icons, mail icon, etc

A grayscale photograph of a person holding a megaphone to their mouth, with the text "CLEAR CALLS TO ACTION" overlaid in white. The person is wearing a dark top and a pearl necklace. The background is a plain, light gray color.

**CLEAR CALLS TO  
ACTION**

# ENCAPSULATION

(no) Encapsulation

Encapsulation



# DIRECTIONAL CUES

(no) Directional Cues



Directional Cues



# AFFORDANCE & CLICKABILITY

**BUTTON!**

**BUTTON.**

**BUTTON..**

**BUTTON...?**



**CONVERT FROM  
ANYWHERE**



**PROVIDE  
CONTEXT**

A hand holding a magnifying glass over a blurred background of a laboratory or office setting. The text is centered within the lens of the magnifying glass.

**EXPLORATION  
& ORGANIC  
DISCOVERY**

# BREADCRUMBS

Grocery & Gourmet Food > Coffee, Tea & Beverages > Energy Drinks

Starbucks Refreshers, Strawberry Lemonade, 12 Ounce Sleek Cans (Pack of 12) from Starbucks

★★★★★ | 203 customer reviews | 4 answered questions



Health > Diet + Fitness | Living Well | Parenting + Family

Live TV

U.S. Edition +

menu

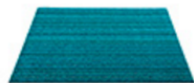
Living / Dining / Workspace / Jewelry + Accessories / Artists / Books / Kids / Gifts / Sale

Home > Living + > Floor + Wall -

Share / Print / E-mail



**NEW**  
Chilewich Wicker Sugar ...  
\$135.00



**NEW**  
Chilewich Turquoise Flo...  
\$50.00



**NEW**  
Chilewich Montauk  
Doormat  
\$50.00



**NEW**  
Wrong For HAY Navy Raw  
...  
\$899.00



**NEW**  
HAY Iso Hooks  
\$29.00



# TAXONOMIES



ARTICLES

EVENTS

TOPICS

WRITE FOR US



## A LIST APART

### The Articles

#### OOUX: A Foundation for Interaction Design

by [Sophia Voychevski](#) · April 19, 2016

Pivoting smoothly from action to action is all well and good, but when interactions seem abstract to users, a sense of context is probably missing. In this follow-up to Object-Oriented UX, Sophia Voychevski takes us from big-picture OOUX frameworks to confidently targeting actions that meet the needs of users.

#### Looking for "Trouble"

by [Orr Shtuhl](#) · April 12, 2016 · 6 Comments

Venting isn't exactly an innocent activity. Rolling our eyes at a struggling client—no matter how justified we may think we are—hints at a skewed sense of entitlement. It means we've forgotten that our experience working with others reflects their experience working with us. Orr Shtuhl shares how the team at Blenderbox changed their "venting culture" to proactively hunt for subtle flags of distress and take responsibility for their clients' side of the experience.

#### The User's Journey

by [Donna Lichaw](#) · April 05, 2016 · 3 Comments

We're hardwired to respond to stories—to parse them, to invent them, to translate our world into landscapes and characters. Applying a twist to "narrative architecture," Donna Lichaw deconstructs how we weave stories into our products. The real trick, she says, is to do more than tell stories; it's to design our products to be the story.

#### Design for Real Life

by [Sara Wachter-Boettcher](#), [Eric Meyer](#) · March 29, 2016 · 2 Comments

We say we're crafting personas to fit the needs of "real" people—yet we easily revert to abstractions when raw emotions enter the picture. Common human experiences aren't "edge" cases; we don't get to dismiss what seems uncomfortable or different to us. In this



A LIST APART'S mailing list. Stay in the game—and ahead of the curve. Never miss an article for people who make websites.

[alistapart.com?email=signup](mailto:alistapart.com?email=signup)



Painless time tracking for creative professionals. Ad via The Deck

### Topics

#### Code

Application Development	27
Browsers	92
CSS	145
HTML	155
JavaScript	99
The Server Side	35

#### Content

Community	41
Content Strategy	52
Writing	44

#### Design

Brand Identity	19
Graphic Design	20

# FILTERING

1-24 of 55 results for Home & Kitchen : Kitchen & Dining : Bakeware : Mixing Bowls : Prime Eligible : Dishwasher Safe : Pyrex or OXO : "mixing bowls" Sort by

Show results for

- < Any Category
- < Home & Kitchen
- < Kitchen & Dining
- < Bakeware
- Mixing Bowls**

Refine by

**Amazon Prime**

Clear

Prime

**Add-on Item**

Exclude [Add-on item](#)

**Feature Keywords**

Clear

Dishwasher Safe

- Nesting (11)
- 3 Pieces (10)
- Microwave Safe (41)
- Steel (3)
- Brushed Stainless (1)
- Retro (1)

**Kitchen & Dining Product Material**

- Stainless Steel (3)
- Plastic (41)
- Glass (24)

**Brand**


Clear

OXO

Pyrex

- Cuisinart
- Imperial Home
- Cake Boss
- VonShef
- ChefLand
- Trudisau
- Anchor Hocking
- Farberware
- BrightSpring

Related Searches: [glass mixing bowls](#), [measuring cups](#).




See more choices

**OXO Good Grips 3-Piece Mixing Bowl Set, Blue/Green/Yellow**  
by OXO

**\$24.95** ~~\$24.99~~ ✓Prime

Get it by **Tuesday, Apr 26**

★★★★★ ~ 968




See more choices

**OXO Good Grips Batter Bowl**  
by OXO

**\$12.99** ✓Prime

Get it by **Tuesday, Apr 26**

★★★★★ ~ 393




See Size Options

**Pyrex 8-piece 100 Years Glass Mixing Bowl Set (Limited Edition)**  
by Pyrex

**\$24.75** ~~\$62.99~~ ✓Prime

Get it by **Tuesday, Apr 26**

★★★★★ ~ 23



See Size Options


**OXO Good Grips 5-Quart Mixing Bowl**  
by OXO

**\$22.50** ✓Prime

Only 2 left in stock - order soon.

**Lower price from KSCOSupply:**  
**\$15.81** (not Prime eligible)

★★★★★ ~ 274




See Color Options

**OXO Tot Small & Large Bowl Set with Snap On Lids - Aqua**  
by OXO

**\$9.99** ✓Prime

Only 14 left in stock - order soon.

★★★★★ ~ 9




See Size & Color Options

**OXO SoftWorks 3-Quart Plastic Mixing Bowl**  
by OXO

**\$9.99** ✓Prime

Only 14 left in stock - order soon.


★★★★★ ~ 9



See Size & Color Options

**Pyrex Prepware 1-quart Glass Mixing Bowl (4 Pack)**  
by Pyrex

**\$18.95** ✓Prime



See Size & Color Options

**Pyrex 2 Cup Round Storage Lid #7200-PC for Glass Mixing Bowl-12 Pack (4-Red,4-Blue,4-Orange)**  
by Pyrex

**\$18.95** ✓Prime



**DEFINITIVE**






# SEARCH (+AUTOCOMPLETE)

### Include Categories

× Charts (163083) × Periods & Styles (100927)

- Antiques (20081)
- Decorative Arts (20086)
- Maritime (37965)
- Charts (163083)**
- Periods & Styles (100927)** 
  - Aesthetic Movement (100928)
  - Art Deco (69471)
  - Art Nouveau (69472)
  - Arts & Crafts Movement (96768)
  - Mid-Century Modernism (69473)

### Post

-  [Redesigning the WordPress Template Hierarchy](#)
-  [Bridging the gap between designers and developers](#)
-  [Designers: You're not an artist, you're a translator](#)
-  [8 Reasons to Stop Using Photoshop For Web Design](#)
-  [Joining the Conversation](#)

# FORM DESIGN

**WEB FORM DESIGN**

*Filling in the Blanks*

**MIKE WRUBLEWSKI** foreword by Jared Spool

 No Starch Press

# COST/BENEFIT ANALYSIS



# MINIMAL FIELDS

Easy To Use & Not Asking Too Much

First name:

Last name:

Title:

Organization:

nonprofit  foundation  consulting firm  other

Street address:

City:

State:

Country:

Zip or postal code:

E-mail address:  @

Voice phone: (  )  Ext.

Fax: (  )

---

I would prefer to receive information via

E-mail  Fax

VS

Name\*

Email\*

Phone

# CONTEXTUAL ERRORS



MailChimp

Sorry, we couldn't find an account with that username. Can we help you recover your **username**?

Username  [I forgot](#)

Password   Show [I forgot](#)

Stay Logged In

Don't have an account? [Sign Up](#)

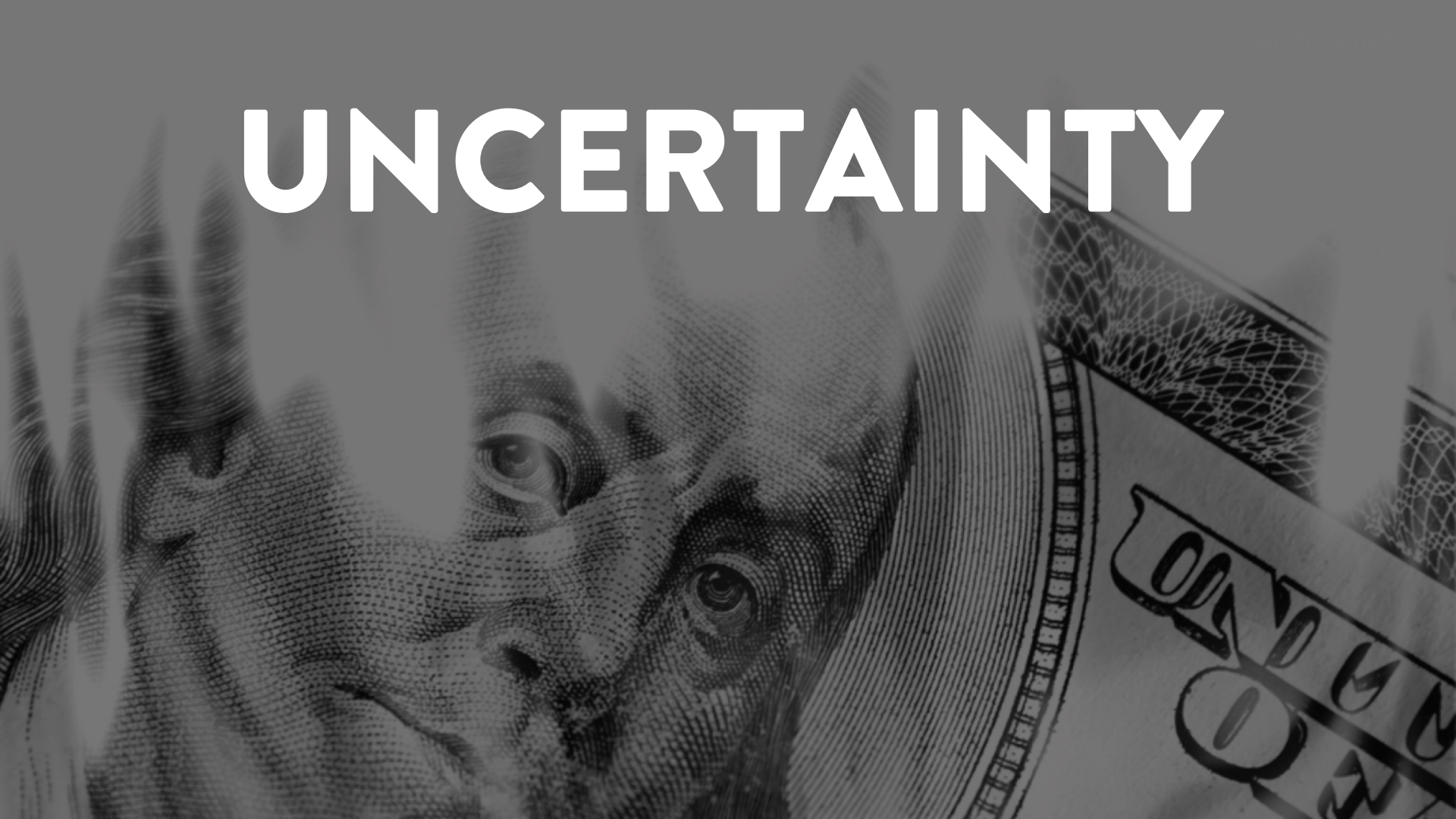
# AVOID BAD PATTERNS





# MULTIPLE CALLS TO ACTION

# UNCERTAINTY



# OVERZEALOUS FORMS

The background is a grayscale, high-contrast image of a US dollar bill. The portrait of George Washington is the central focus, with his eyes looking slightly to the right. The texture of the paper and the intricate details of the bill's design are visible. In the lower right corner, the word "ONE" is partially visible, written in a stylized font. The overall tone is serious and somewhat somber.



**ANTIPATTERNS**

# ADDITIONAL RESOURCES

- <https://onextrapixel.com/10-peculiarities-of-successful-internet-retail-website-designs/>
- <https://vwo.com/blog/design-principles-increase-conversions/>
- <https://optinmonster.com/11-web-design-principles-that-will-boost-your-conversion-rate/>
- <https://blog.kissmetrics.com/psychological-principles-converting-website/>
- <https://blog.kissmetrics.com/what-converting-websites-do/>
- <https://www.invisionapp.com/blog/high-converting-landing-pages/>
- <https://www.sitepoint.com/forget-ux-focus-conversion-centered-design/>
- <https://hbr.org/2006/06/more-isnt-always-better>
- <https://www.smashingmagazine.com/2012/02/redefining-hicks-law/>
- <http://3.7designs.co/blog/2010/07/ten-laws-to-design-by/>
- <http://3.7designs.co/blog/2012/08/10-psychological-principles-to-design-with/>
- <https://unbounce.com/conversion-rate-optimization/design-principles-increase-conversions/>

**VISIT US!**

BOOTH # HERE

# QUESTIONS?

Michelle Schulp

 [michelle@inboundav.com](mailto:michelle@inboundav.com)

 [@marktimedia](https://twitter.com/marktimedia)

 [bit.ly/XXXXXX](https://bit.ly/XXXXXX)