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Designing E-commerce User Interfaces

Lawrence J. Najjar

Introduction

E-commerce is growing rapidly. In the United States (US) from 2002 to 2007 online sales increased at a rate of over 25% each year (US Census Bureau 2009) and annual e-commerce sales are now about \$284 billion (Nielsen 2008a). The percentage of US retail sales that are made online also increased from 2.8% to 3.2% (US Census Bureau 2009). By 2012, US e-commerce annual sales are expected to be \$228 billion (Puggi 2009).

Worldwide, 85% of people with Internet connections have made an online purchase, representing a 40% increase in the past two years (Nielsen 2008a). More than half of Internet users make purchases from an e-commerce site at least once a month (Nielsen 2008a). In 2012, almost \$1 trillion may be spent annually worldwide on e-commerce purchases (BaiduComet 2008).

By providing quick, convenient access to products, product information, and prices, the Web is turning products into commodities. The ease of use of e-commerce sites is a way to increase customer satisfaction, differentiate a site, increase market share, and enhance a brand (Manning, McCarthy, and Sousa 1998; Tsal 2008a). Seventy-nine percent of users named easy navigation as the most important characteristic of an e-commerce site (Lowe 2008). Poor navigation and a long and confusing checkout process were some of the reasons people gave for abandoning their shopping carts (Global Millieu Marketing 2007).

Often an e-commerce site is easy to use, sales can increase. For example, after improving usability, a major retailer got a US\$33,080,800 improvement in annual revenue (Spool 2009), eBay got a +800% increase in sales on eBay.com (Bainey 1998). Tesco's, 2009), and Digital Equipment Corporation reported an 88% increase in revenue (Wilson and Jones 1997). By making the products easier to access, ensuring consistency graphics, and making

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