

Human

APPLICATIONS

Maximise online sales

make IT work for you

Failed
payments?

Abandoned
baskets?

Quit at
checkout?

Repeat
business?

Browse but
don't buy?

E-commerce Usability

Helping your customers to shop

Do potential customers leave your website because of poor IT usability?

Are you losing sales to your competitors simply because they offer a better online experience?

Human Applications will help you get to the root of usability problems that are impacting your online business.

We'll work with you to choose the best approach to provide you with the information you need to improve online sales.

Give us a call to see how we can help you.

01 Fresh ideas

We start by understanding your customers to deliver what works for them

02 Experience

Our experienced professionals quickly cut through complexity to identify the core problems

03 Practical Solutions

We offer practical and pragmatic recommendations to help you meet your customers' needs



E-commerce usability

make IT work for you



Expert review

Usability specialists at Human Applications conduct an expert review of your site to highlight significant usability issues and make practical recommendations.

We apply our expertise in Human Factors to help make your website easy for your customers to use. We make recommendations to help you:

- Ensure your site is easy to navigate
- Provide the information customers want to see
- Include features that increase efficiency
- Facilitate easy payments
- Ensure your site is tolerant of errors
- Encourage shoppers to return

Customer opinion

- How well do you know and understand your customers?
- Does your website support your customers locating products and getting the information they need to make a purchase?
- What usability features do your customers value?
- What do they find difficult or irritating?

Human Applications Usability experts can help you to gain answers to these questions and more. Working to an agreed brief we conduct customer focus groups to obtain more detailed feedback on what really matters to your customers.

We help you to understand your customers' needs and behaviours so that your site helps your customers to shop.

Digital analytics data

- How do customers navigate to your website?
- Are they using mobiles, tablets or desktops?
- What pages are the most popular?
- How many potential customers leave your site without making a purchase?
- Do your customers leave your site after adding items to their basket - is there a pattern that could point to a usability issue?
- Do your customers return?

Google Analytics is a powerful tool that can be used to give you valuable insights into the behaviour of your customers and potential customers. It is a powerful way to monitor online activity, highlight any unusual trends and help you improve your site.

Human Applications can work with you and your website developers to get the most from your analytics data, helping you to improve content, conversions and overall customer experience.

The Human Applications advantage

We have an impressive client list from industry and commerce and a strong record of repeat business:

- Extensive experience helping developers deliver business benefits
- Expert in optimising the e-commerce customer experience
- Professional ergonomics specialists
- Independent and impartial advice
- Experienced solution designers

Contact Jim McKenzie