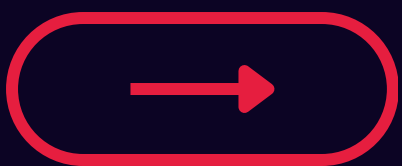




# 10 Essential UX Features for Your Product Page





The Baymard Institute has conducted over 150,000 hours of usability testing, revealing 10 essential UX features to optimise your product pages for an enhanced user experience and improved conversions:





# Page Layout over Product Information

- Poorly executed layouts are the leading cause of page abandonment, as users struggle to find what they need.
- Even sites with suboptimal content but excellent layouts perform better because users can easily access all available information. This is especially critical for mobile sites.





# Use 3–5 Product Images

- According to Baymard research, 56% of users first focus on images before reading titles, descriptions, or scrolling through the page.
- Include high-quality images to help users assess the product, showing scale, features, and unique angles.





# Use Thumbnails for Additional Images

- Indicator dots or text alone are insufficient.
- Thumbnails make it easy for users to see there are more images available, ensuring they aren't missed.





# Breadcrumbs Are Essential

- Breadcrumbs answer: Where am I?
- Hierarchy breadcrumbs help users know where they are on the site, while history breadcrumbs allow them to return to previous locations effortlessly.





# Cross-Sell Related Products

- Show alternative product recommendations to help users find the perfect match while staying engaged.





# Recently Viewed Items

- Allow users to return to previously viewed products—this can prevent frustration and fatigue during their decision-making process.







# Free Shipping Information

- In a survey of online shoppers in the US, 50% reported abandoning orders solely due to excessively high additional costs.
- If you offer free shipping, display it prominently in the buy section of the product page to boost conversions.





# Scannable Product Descriptions

- Break long descriptions into themed subsections with descriptive headings to make information easy to find.





# Back Button Expectations

- Ensure the back button behaves as users expect—use the HTML5 history API to prevent navigation issues.





# Optimise Mobile Navigation

- Consider mobile-specific design elements such as full category hierarchy in breadcrumbs and vertically collapsed sections for better usability on smaller screens.





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