Usability Help on Fiverr

SAFE CHILD

EVALUATION. EXPERTS INVOLVED: 3.



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Chapter 1. HEADER

- Logo in the Header currently is not visible enough and merge with the Slider's background.



Would be great if you fix it. Logo should stand out, color wise, not merge with the background.

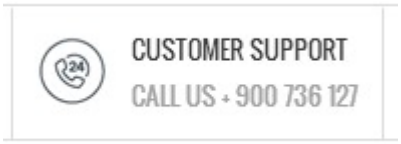
- Would be great if you will put contact information to the Header. Contacts to the Support should be visible and user shouldn't look for it through the website.

Phone number + email.

Call us! _____your phone number

Or write to us! _____your email





- Also we would recommend you to try and test the option **to buy via phone.**

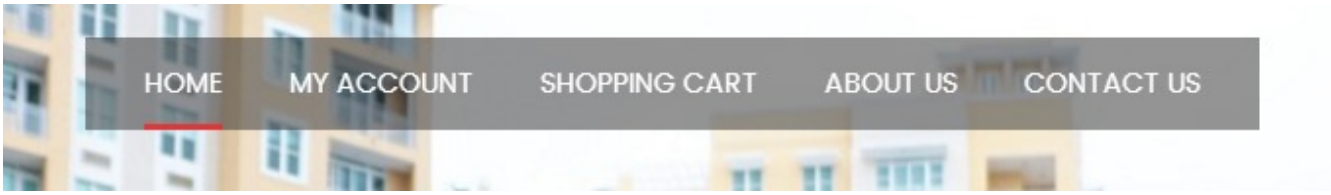
You can put some picture of the lady with a headphones, put a text there: **Buy via phone** and put there your phone number.

This is also a very effective way to inspire your users to take the action faster. The more options you will provide them to choose from, the more likely they will buy.

You can put it between the Product listing or/and above the navigation menu.

This has been proven to be a very powerful tool.

Chapter 2. MENU NAVIGATION BAR



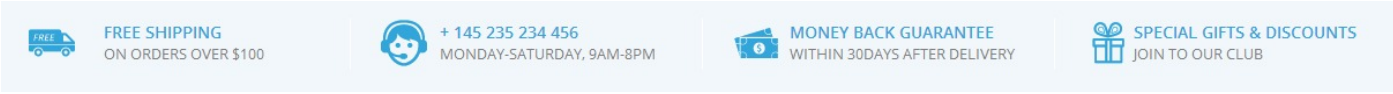
We recommend re-arranging main menu navigation bar a little, to have the Order like this:

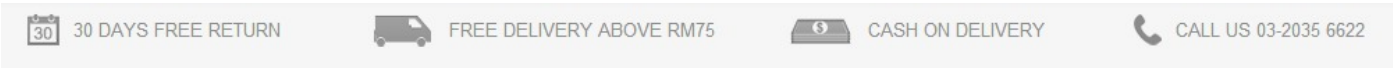
HOME – **OUR PRODUCTS** or **SHOP HERE** – ABOUT US – FAQ (aka Customer Service) – BLOG – CONTACT

Shop Here and Sale should be in different colors than other items.

- We would also highly recommend you to put the banner below the Menu where you will explain the users main advantages of your store.

To illustrate what we mean, please check these banners:







The banner can explain company main advantages, such as 1 year Warranty, Money Back if not satisfied, Free Shipping etc.

Would be great if you will think about **your advantages** and create the banner like that as well. It will save your time because people will ask less questions about the terms through emails, phone calls etc.

Plus, you can attract users by having those advantages.

Of course, it is just a suggestion based on our experience, but we think it is worth testing.

If below the Header position won't be convenient for you, you can put Benefits banner below the Slider.

Example:



Chapter 3. SLIDER

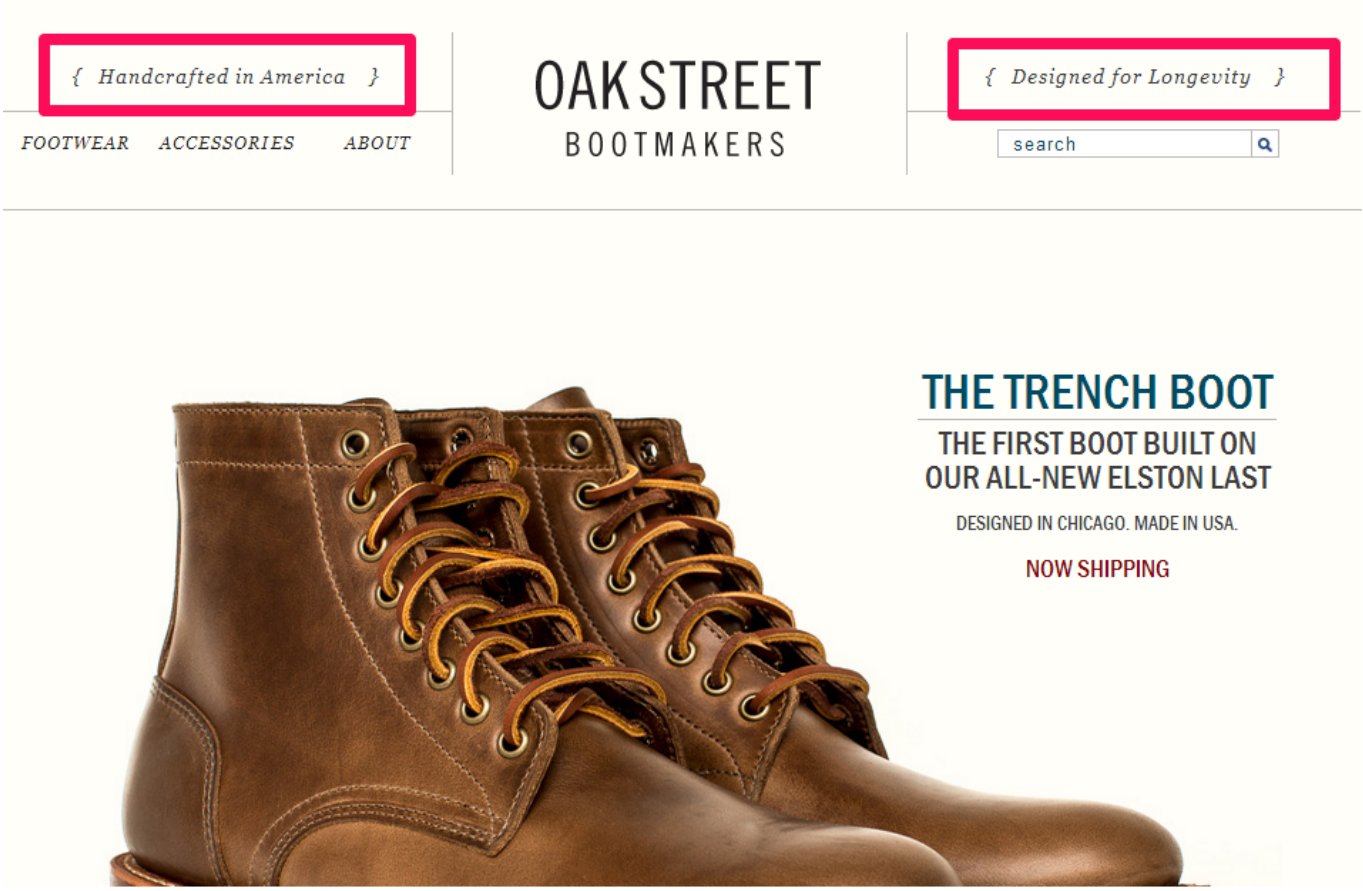


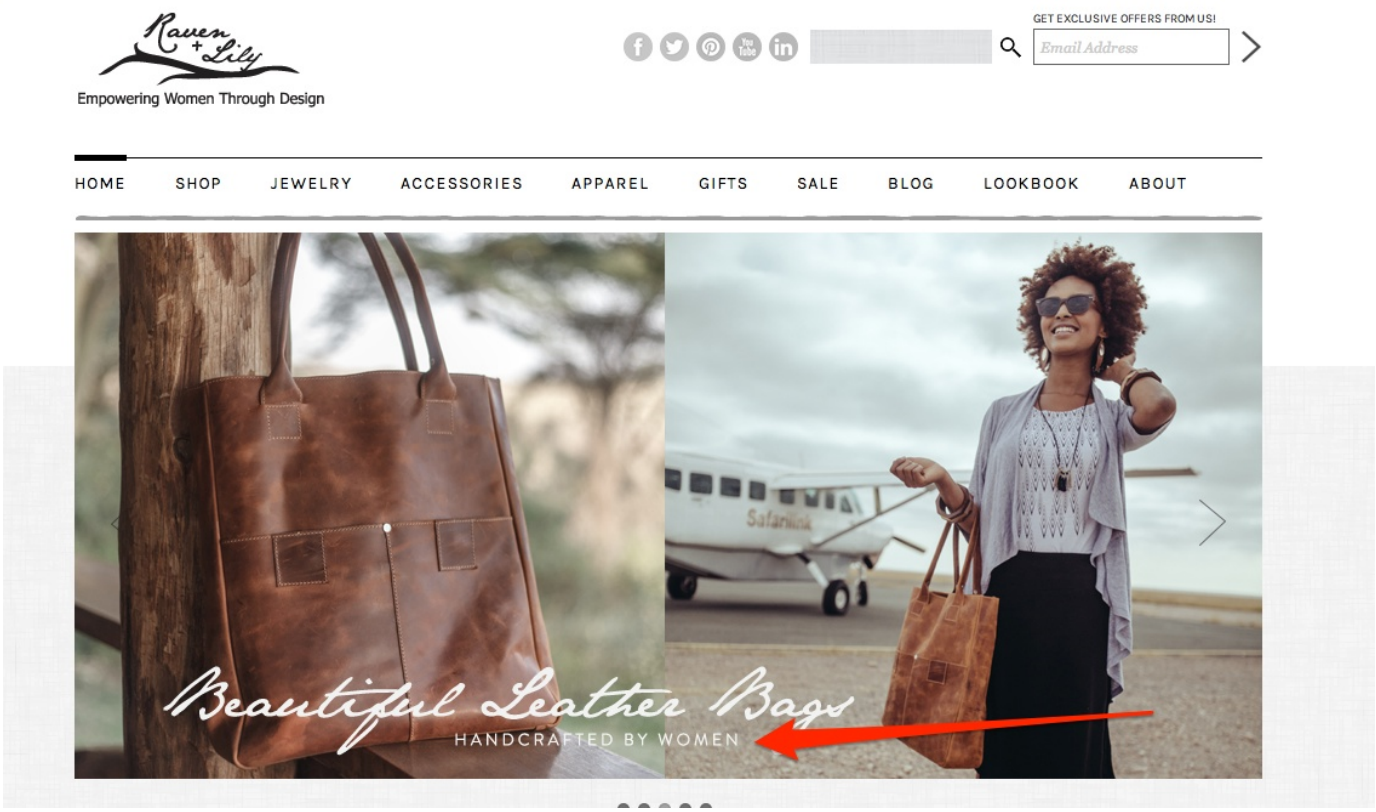
We would recommend putting USP into the Slider area + Call to Action leading us to the Product page.

We would recommend to create a specific USP (aka Marketing message), which will explain users in what way your product is different and unique.

USP means Unique Selling Proposition.

Example of USP on Ecommerce Store:





Your USP should be the main identity check to help clients to distinguish and get attracted to your product.

- Why a client MUST buy from you? **What makes your product irresistible?**

Unfortunately, now you just have the name of the brand + generic taglines in the Slider area (never lose your kids, Keep them safe in the car) which are not enough for us to create an idea about the uniqueness of your product.

We would recommend you to help users understand faster what are your benefits, why should we buy here, not anywhere else?

Start by asking yourself the following questions to discover where in your business that unique selling proposition can come from:

- What materials is your product is made from?
- Where did those materials came from? Who created them or produced them?
- How are your products manufactured and assembled?
- Who are they manufactured and assembled by?

- What are the unique benefits your product offers?
- What's your personal story and how does it add value to your products?
- What do you have to offer that no one else does?

Another great USP benefit: you will be always AlWAYS capable, under any circumstances, in 1 sentence explain to your potential client WHY he or she should buy your products.

And then you will repeat that argument in all your marketing tools.

When potential buyer visits your page you have just a few seconds to grab their attention and to persuade them to stay there. They should IMMEDIATELY understand your main benefits and what exactly you can help them with.

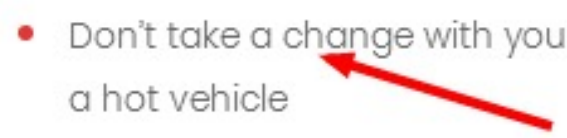
Inspire us to dig deeper. Make us want to stay and explore your offer. Give us a strong reason to stay.

Powerful headlines dramatically improve the results of a website.

Slider should also include Call to Action Button which will lead us to the Product page.

Chapter 4. HOME PAGE

- Would be great if you fix Grammar typo in the Product Highlight area.



- There is also a weird sentence in the Home page slider:

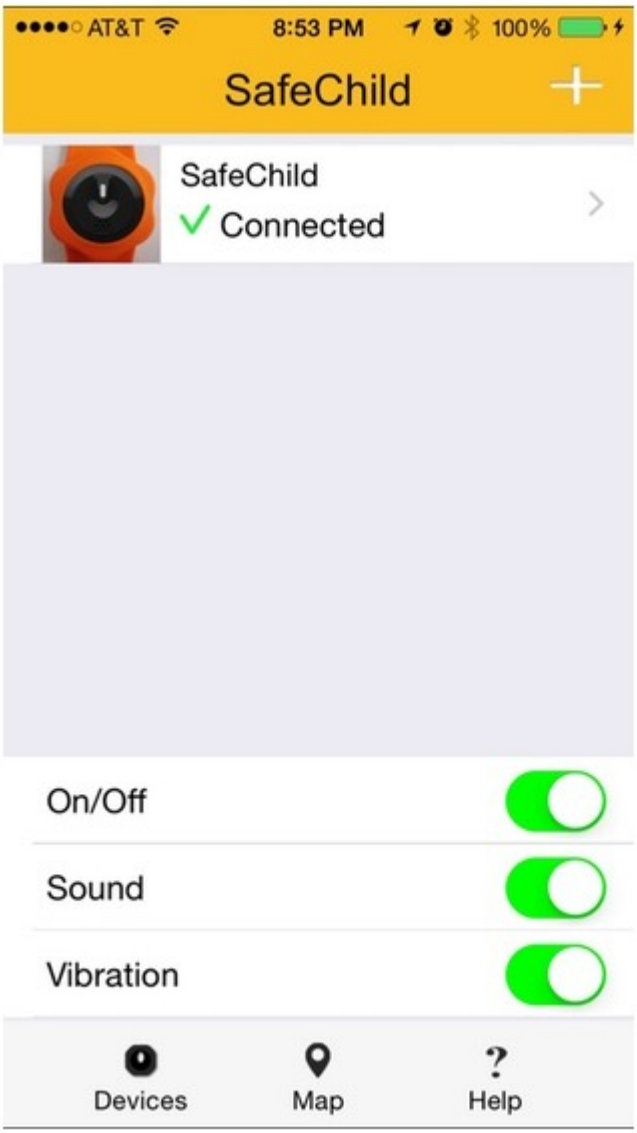


You can’t say Looking design. There is a word missing there.

Also, if you describe the design in the Slider, we should see the product on the boy’s hand, not just a boy.

Because now it looks like you are talking about the boy’s design or his shirt.

- Would be great if you will showcase more App screenshots so users can have better idea about the product.



- Would be great if you will showcase more Product pictures from different angles. Images of the Product are very important part of the decision making in buying process so would be great if you fix it.



Now you only have front side images and that is not enough.

- We also recommend changing Buy it Now button to: Get a Wristband or Get Your Wristband

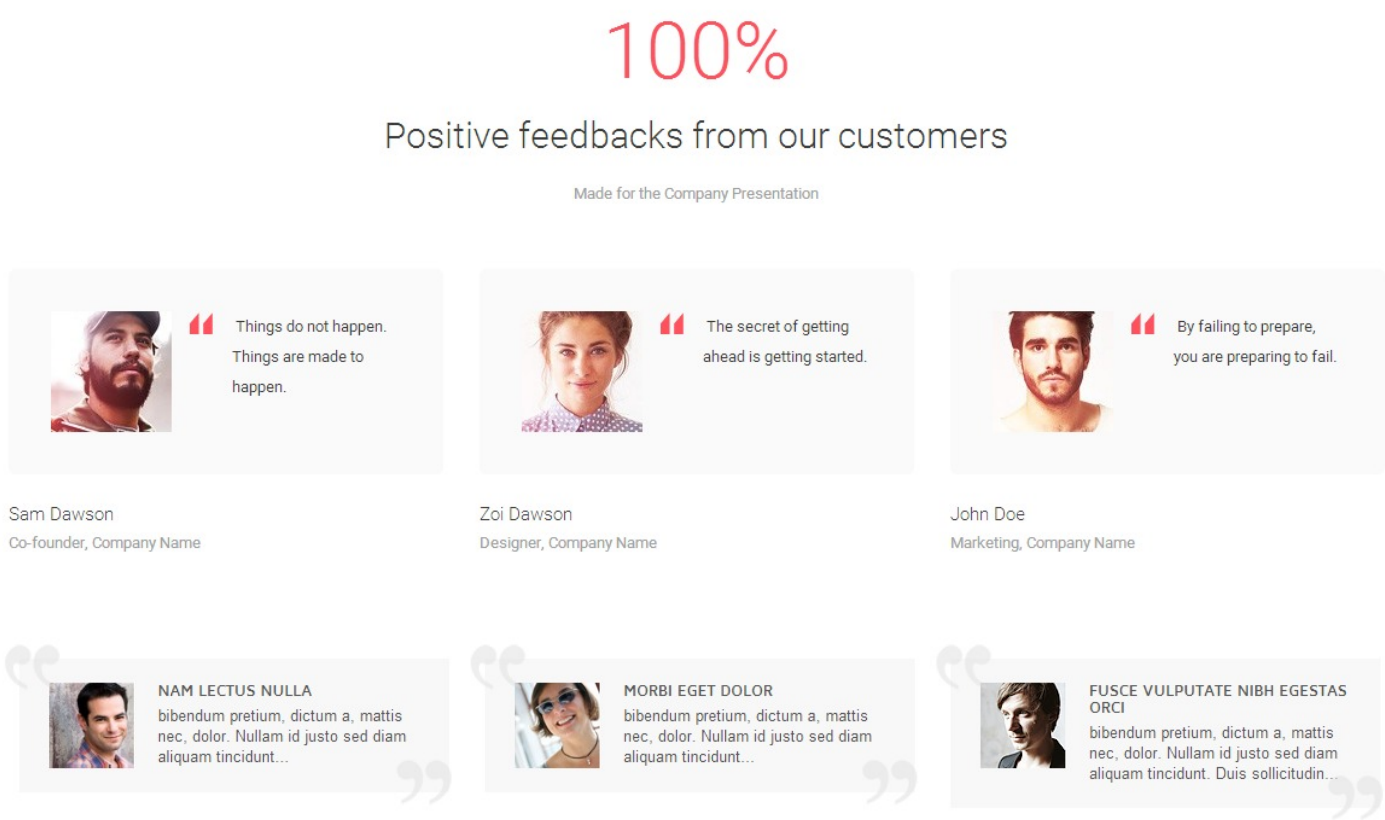
Buy It Now!

As our experience shows, Buy now doesn't really convert well. It sounds demanding and impolite. Plus, it is too generic and broad.

Get your own Wristband is more specific and on point.

- In order to make the page effective, there should be Testimonials from the clients who had already bought your product.

Examples:



People tend to trust their peers. Without Testimonials your product is not trustworthy for them.

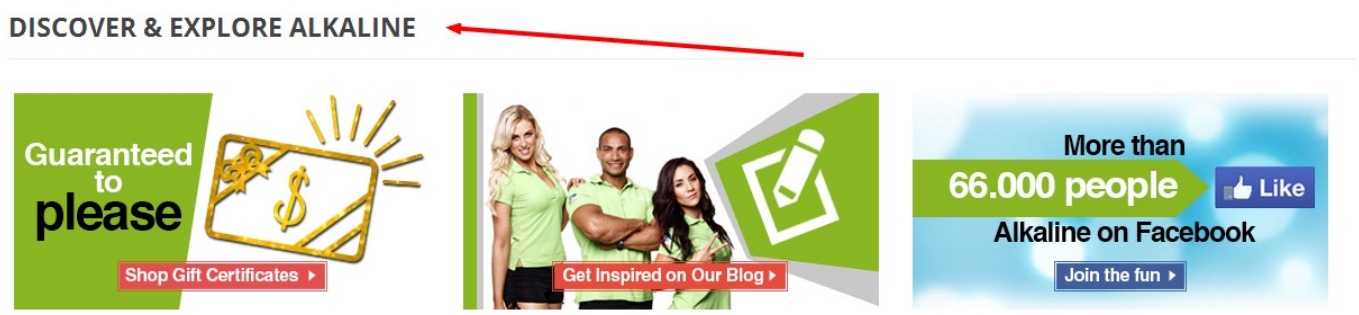
- If you have some certificates or some badges of Approval or something like that, would be great to showcase them. It will be a good Trust Indicator for users.

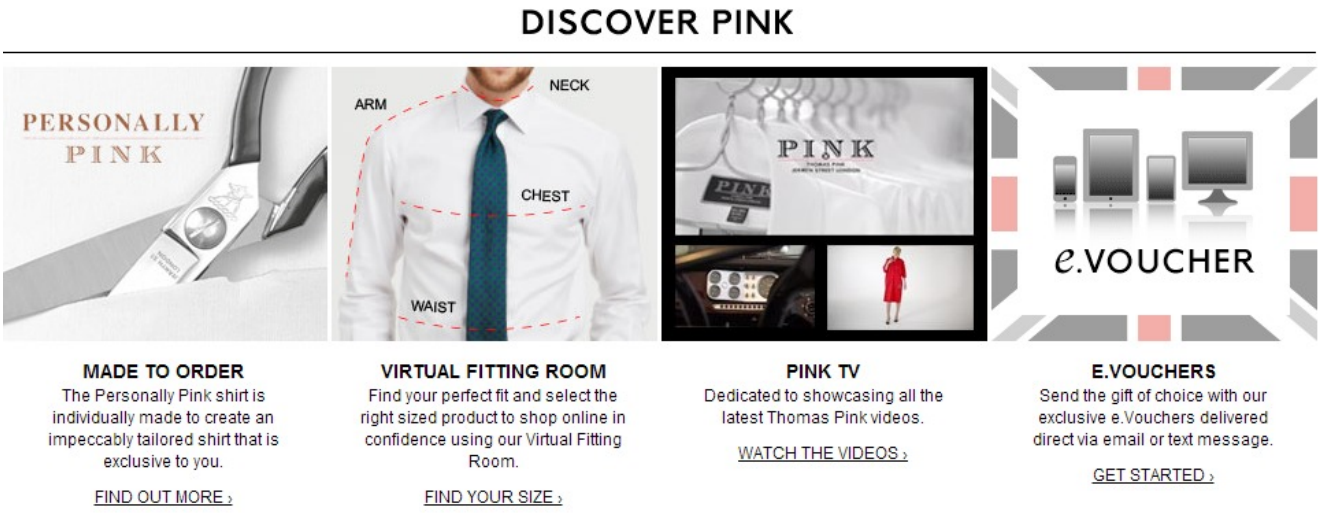
Example:



- Below the Home page we would recommend to put a section: DISCOVER SAFE CHILD WRISTBAND so users can find out more about your company.

Examples:



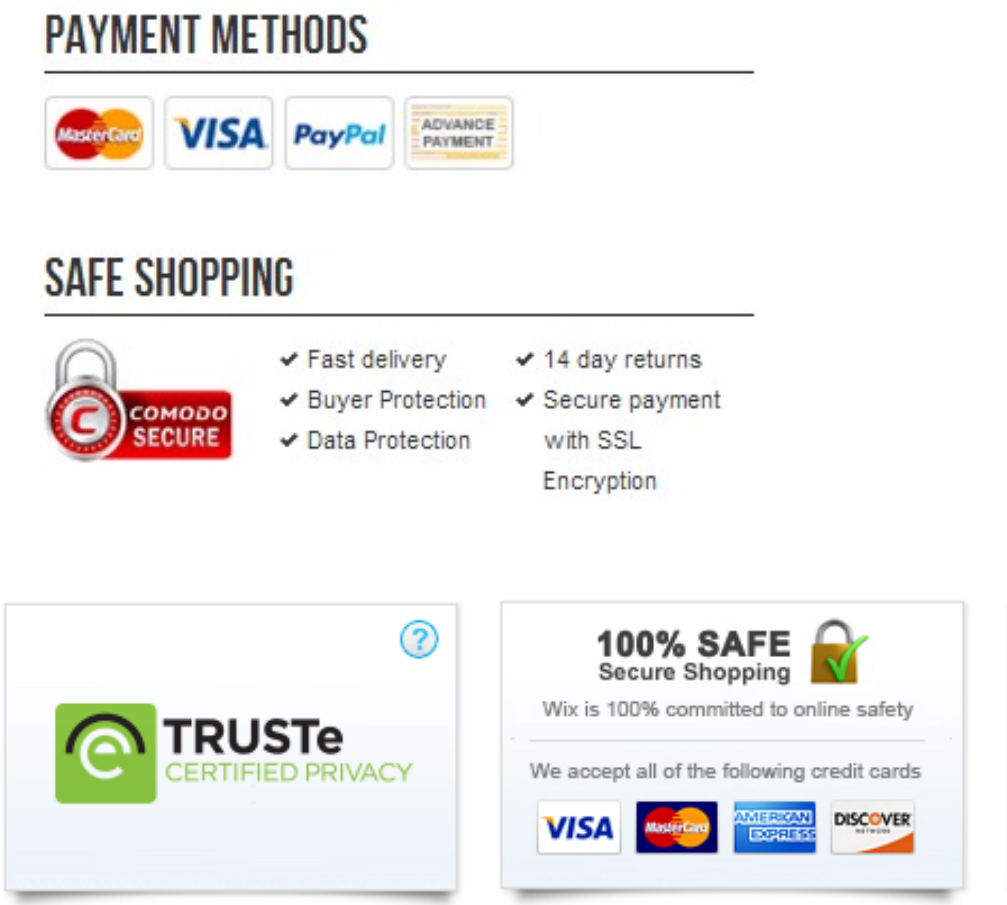


You can showcase sections like: SAFE CHILD WRISTBAND STORY, WATCH OUR VIDEOS, GET INSPIRED ON OUR BLOG, SHOP GIFT CERTIFICATES etc.

Chapter 5. FOOTER

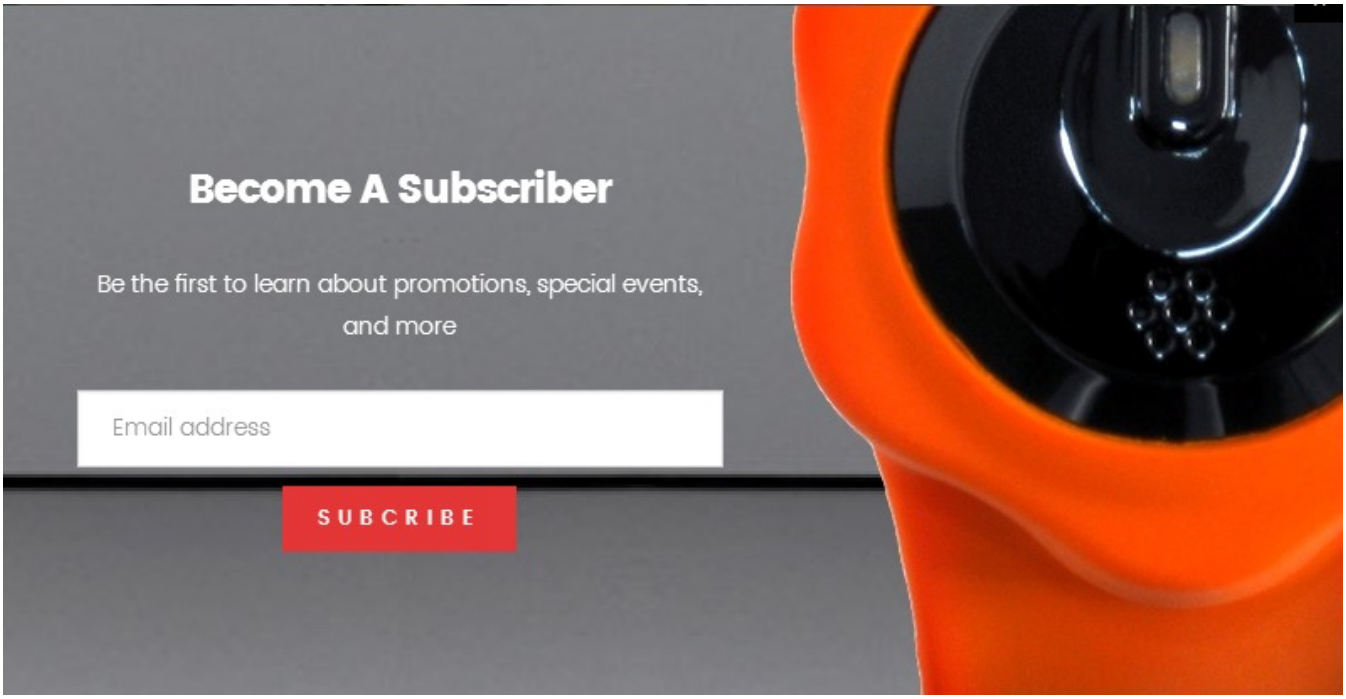
- In the Footer we recommend putting Payment Methods and Security badges.

Example:



Chapter 6. EMAIL SUBSCRIPTION

Would be great if you will make your pop-up Offer more attractive to users.

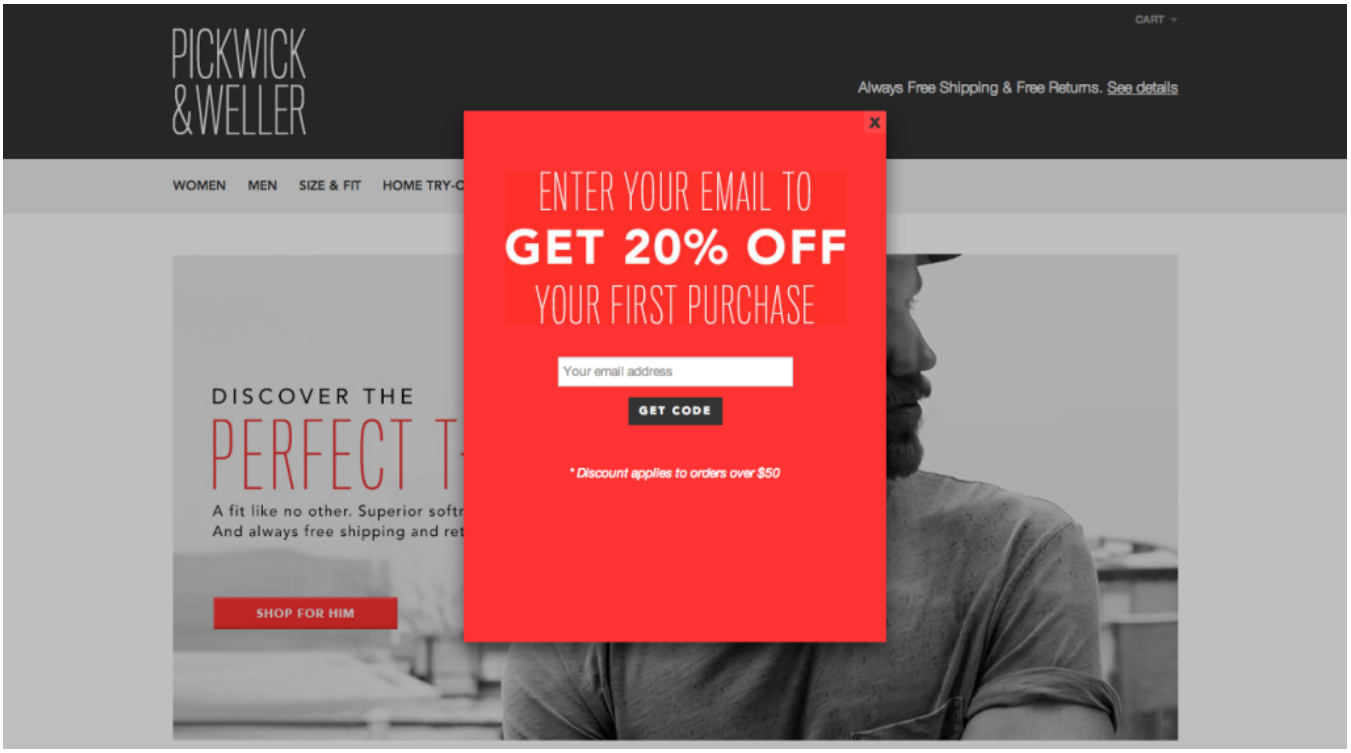


If you will offer users to sign up just for the newsletters, almost nobody is going to do it - who wants additional news emails in their inbox?

Unfortunately, newsletter is almost equal to SPAM nowadays, because there is just too much information out there and we don’t want to have all of that in our email.

For example, you can offer **a discount** for the first purchase. That would bring you much more subscribers than vague newsletter offer.

Example:



If discount Offer won't be convenient for you, you can offer users some Info product. For example, an eBook created by you where you share TIPS for child safety outdoors etc.

BECOME A SUBSCRIBER title should be replaced with Call to Action: GET YOUR _____(whatever that would be).

The best time to display a pop-up is 60 seconds after a website visitor has entered your site. That way user won't feel like you are interrupting their experience on your site.

Chapter 7. ABOUT US PAGE

About us page content should starts with Benefit Driven Headline.

The benefit driven headline should explain users why your products are so important for them to use.

Good examples:

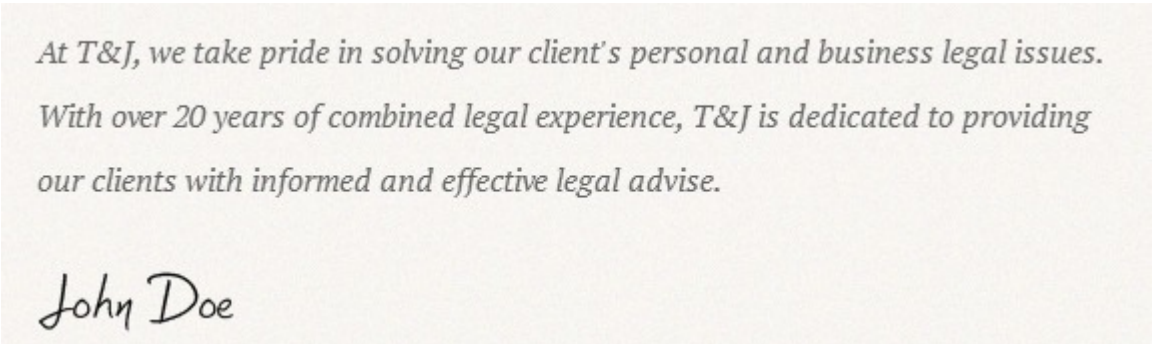

How Traffic Generation Cafe Will Help You Increase Traffic and Profits
Last updated on January 8th, 2014
Like 47
Tweet 42
+1 31
Are You an Online Business Owner?
So am I.
Have you ever wished online marketing was an open book?
So have I.
Ever wonder if it's possible to make money online without spending a small fortune?
So did I.
Do You Have A Passion For Success?
Benefit-driven about page headline


chris ducker
HOW THIS SITE IS GOING TO MAKE YOU MORE SUCCESSFUL IN BUSINESS & LIFE
Benefit-driven headline
If you're struggling to get your business geared up for the 'new economy' that everyone's talking about, then you're at the right place.
Even if you've been successful in business for years, times are changing. Fast. If you don't learn how to do business 'the new way', then you're going to be left behind. I should know, I felt this way myself 3-years ago – and I've totally changed the way I do business.
This is my personal blog, but its also a melting pot of information to get you kitted-out with all the tools, tips and tactics you need to be able to start, run and grow a business in the 21st century.
Hundreds of posts, plenty of interviews with successful entrepreneurs and tons of great content mean you'll be ready to take on the world with a 'new business' mentality faster than you ever imagined.

- We would also recommend adding a Founder Image with a personal note and an electronic signature.



Electronic signature example:



- Adding audio can be also a very effective method of selling your product. Xiosoft Audio is an easy way to put audio onto your website.

You can record a simple audio greeting your users and shortly explain about the main features of your product and then put this audio below the Founder image.

- Also try that the copy of your page will be focused on your clients and the benefits they will receive from your products.

Replace WE with YOU.

While talking about yourself, make sure that your client will benefit from the information too.

Now your copy is flooded with WE OUR US WE OUR US...It is very bad.

Our story

How We Get Started

We read the news. There have been too many cases of children unattended inside vehicles or getting lost in public places. Many of our friends and families have been asking us to develop a device to prevent these unfortunate events. After two years of doing research and development, trying different ways to accomplish our goal of alerting parents whenever a child may be unattended, and listening to ideas and suggestions from various parents, we came up with the SafeChild Wristband. The SafeChild Wristband has proven effective in alerting parents whenever a child may be left unattended or has wandered off alone. Our goal is to eliminate the number of these incidents by continuously improving our Wristband device and mobile application. We hope our Wristband device can accomplish this and much more!

As part of our continuous improvement process, we encourage everyone to provide us feedback and ideas to help improve the safety of your children. Please send us any comments or suggestions to contactus@safechildinc.com. We will read and evaluate each and every message received.

Who We Are

SafeChild is the manufacturer of the SafeChild Wristband products for kids and it has proven to be tested and trusted in the marketplace on the web. We put our customer's satisfaction first and guarantee 100% satisfaction by offering superior quality products, rapid delivery, and good customer service.

At SafeChild we believe service truly starts after the product you requested reaches your front door. We follow through on this dedication to exceptional customer service. Our group of service affiliates are available to help ensure your utmost satisfaction.

The Best Sales Team is one of our biggest assets and they are here to render you professional services and ensure that your products reach your doorstep on time. Our online selling platform guarantees that you can buy whenever you the have time to do so, so we available 24 hours per day. We also deliver the products directly to your doorway.

Products and Services

We are currently offering the Safechild Wristband, a product that alarms you whenever your child wanders too far away from you. Kids surely love to wear this wristband because it serves as an accessory for them and a locator for you.

Our ideal customers are families with young kids that are growing and needs to be monitored. When the alarm notifies you via your phone Bluetooth, it means your child is getting too far away.

We've dedicated ourselves to making sure that everyone enjoys using our product. We take great pride in working passionately to exceed your expectations each and every time.

Imagine coming to the party and some dude comes to you and talks ONLY about himsself. You'd probably think: What an impolite douche!

Same here. Website is your electronic sales person and you ned to make sure you engage clients in conversation, not just blatantly talk about yourself. Clients don't care about companies. They care what's in there FOR THEM. Would be great if you will highlight that.

The content on your website should communicate with different type of users. There are users who take the information better visually, there are users who prefer text driven information, there are users who deal better with audio information grasping etc etc.

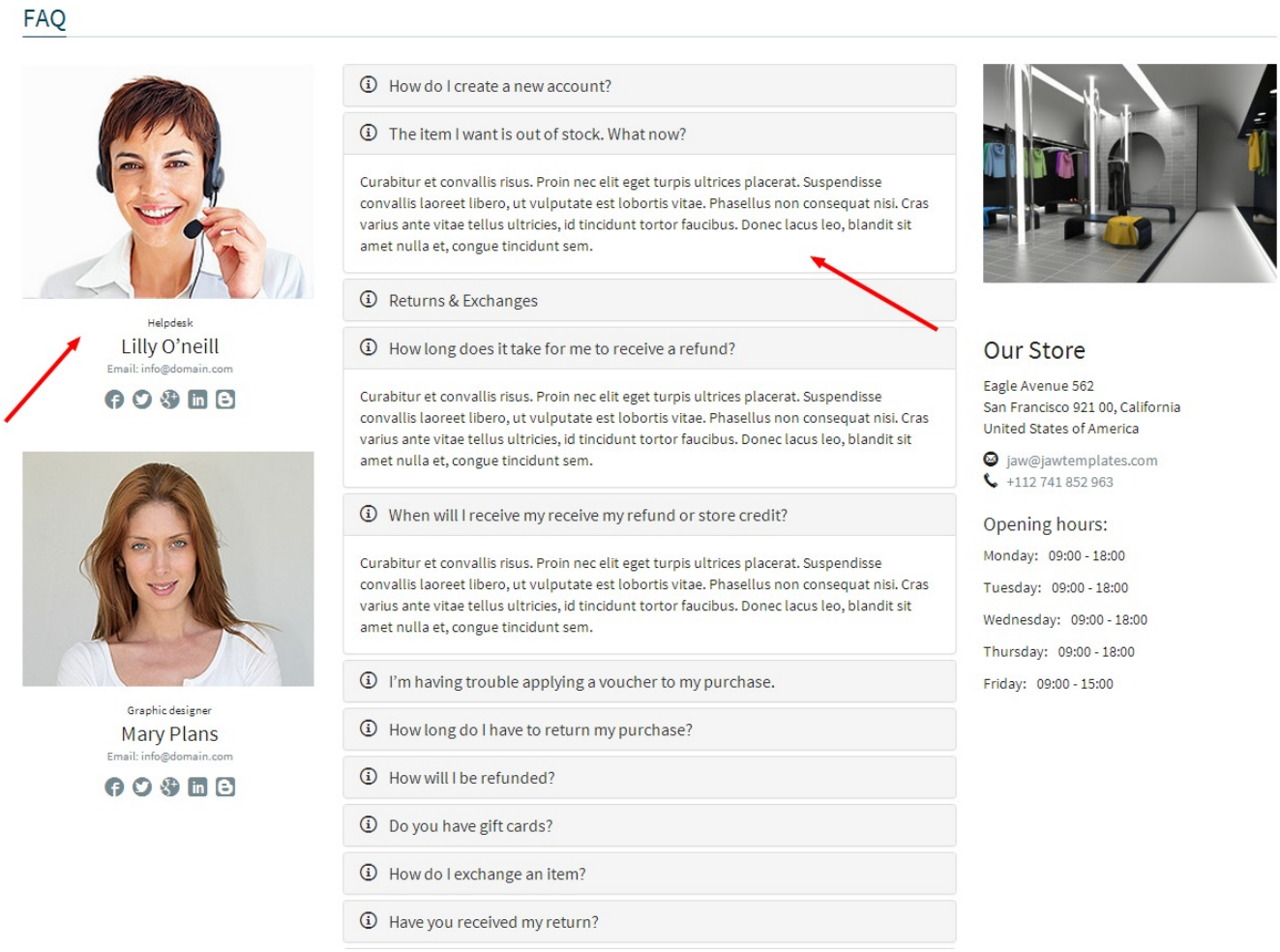
Our suggestions will help you to make the About page more engaging and overall more useful for the user.

Chapter 8. F.A.Q. page

Overall we think that FAQ page can be improved.

How we would recommend for this page to look:

Good examples of well-formatted FAQ page



As you can see there is a person shown who is in charge of Customer Support, as well as formatted FAQ.

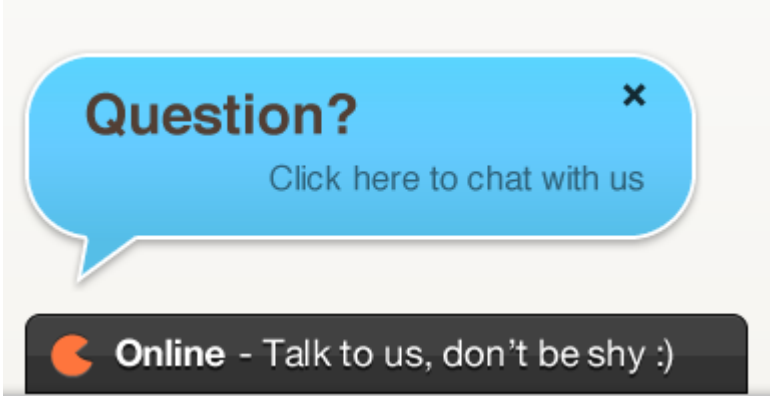
Chapter 9. LIVE CHAT

- Would be great if you would have an online consultant on the website, who

can clarify the possible questions. If you don't have the person who oftens online you
can set it up with Leave us a message option.

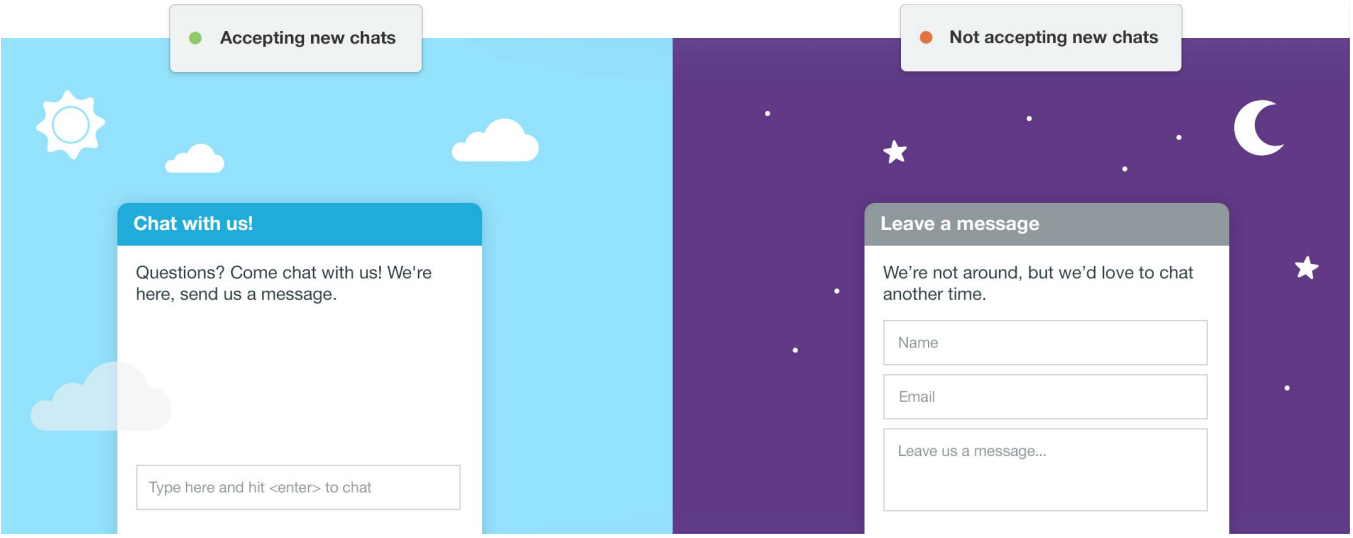
And when you will be online you will see the message from the client and clarify it.

There are plenty of services which allow you to install online chat on the website, but we personally use Zopim.



It has very simple interface and you can install it in a few minutes. Also it has a Forever free plan if you are going to use it just for 1 website.

Also, not bad solution is Olark: https://www.olark.com/



Chapter 10. BLOG SECTION

- We recommend you to launch a Blog within the store where you can introduce potential clients more closely to the products you sell.

Your blog is the best Testimonial for your website. If you update it frequently, it means that you take your business seriously and care not just about money but actually do care about your clients and their level of integration with your products.

Also, blog is a great platform to to sell products. Scrolling banners, offers between posts, offers placed throughout the content - all that can be strong tools to help you sell your products more.

Try to post 2-4 articles per month, no less than that. That would be great for the SERP as well and will bring you long lasting results.

- Set up Images from Blog Posts SEO for Google. Make sure you dominate in image search in Google. If not add more graphics to your posts focusing on keyword in ALT tag and file name.

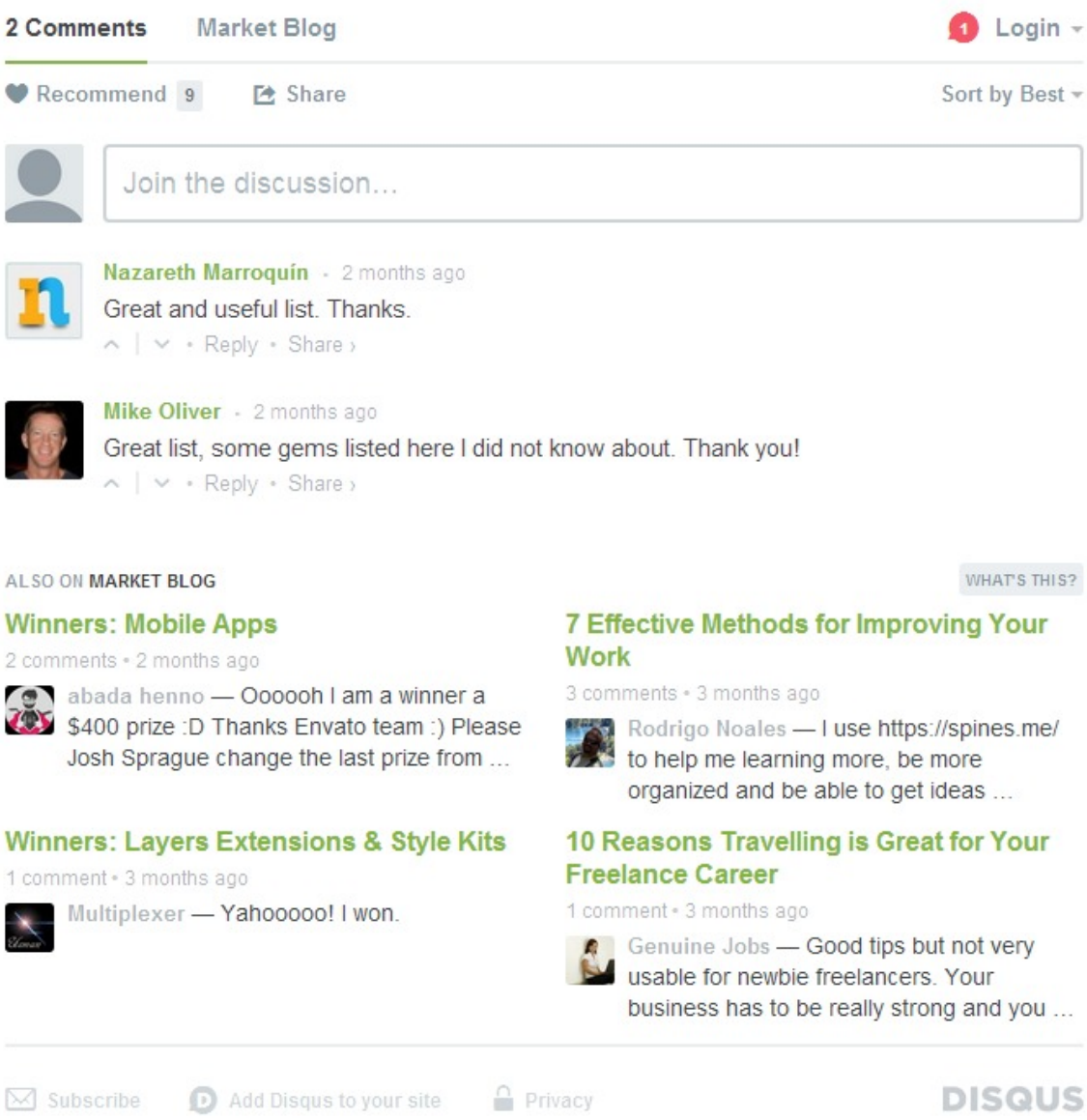
- When creating content think about its viral potential. Articles like “100 ideas for…”, “Show you how to … step-by-step” are more likely to be linked to.

- We’d also recommend you to set up Facebook Comments plugin to enable users to comment on your articles using their SM accounts.

- Would be also great if you will install this additional platform: http://disqus.com/ to make the process of commenting on your blog easier for users.

Currently Disqus is one of the most popular and convenient commenting platform for blogs. It will also allow you to recommend relevant conetent to users as well as other features.

On the website it will look something like this:



Of course, blogging is not only about articles. We would highly recommend you to start use more tools in order to build your public image.

i.e. video series, brochures, infographics, powerpoint presentations- everything that could present you and your products.

Using variety content platforms for your products is a huge benefit. The client would feel much more value that way and more easily would pay for your products and services.

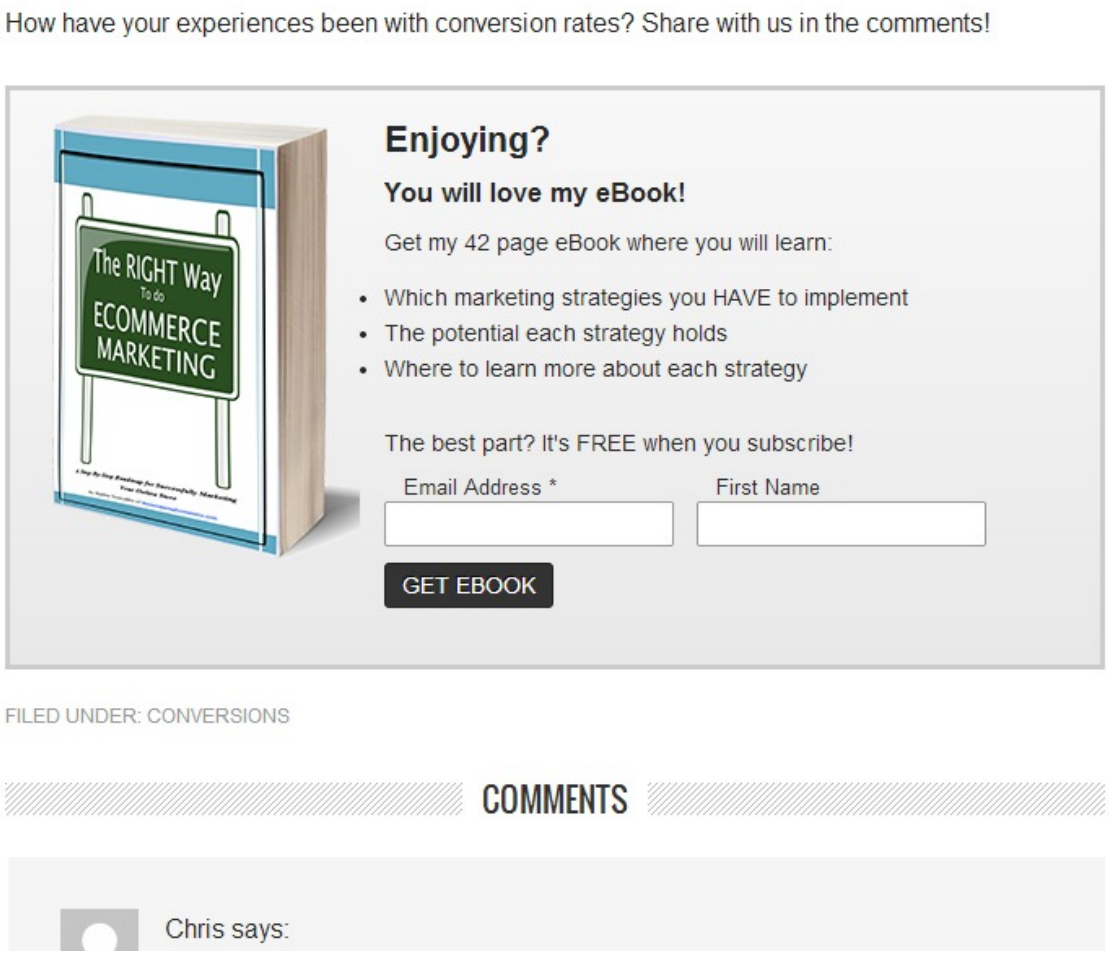
Of course, one of the main goals on the blog is to sell products.

- Scrolling ads. At the bottom of the sidebar you can place an ad and as the user scroll down to read the rest of the post, the ad scrolls down with him.

- Place offers throughout the content (in-content ads) – ad between the first blog post and the second one.

- You can also place an offer between the end of your blog post and the beginning of commenting section.

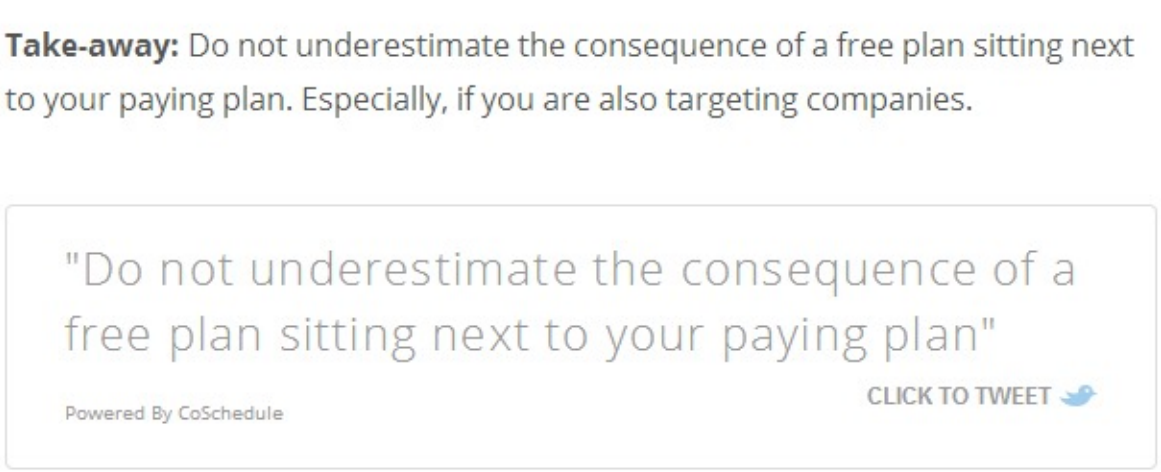
Example:



- Also, in the end of each post, create a Sum up take away that user can re-tweet on his twitter. That will help your content to go viral.

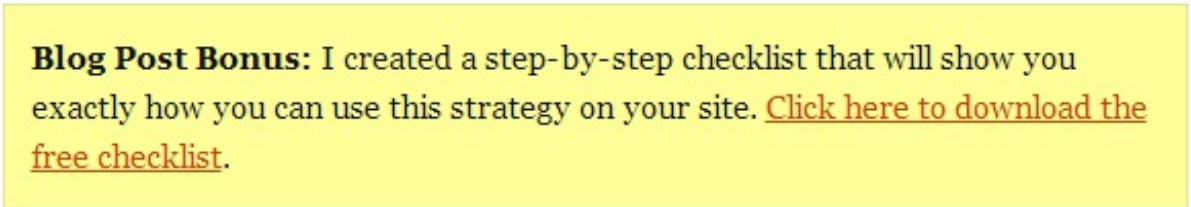
You can use platforms like https://clicktotweet.com/ or CoSchedule: http://coschedule.com/ in order to install the feature (it is very simple to use).

Example:



- Also, in the end of some posts, you can give away a Post Bonus – on the subject of the post – in exchange for visitor's contact information.

Example:

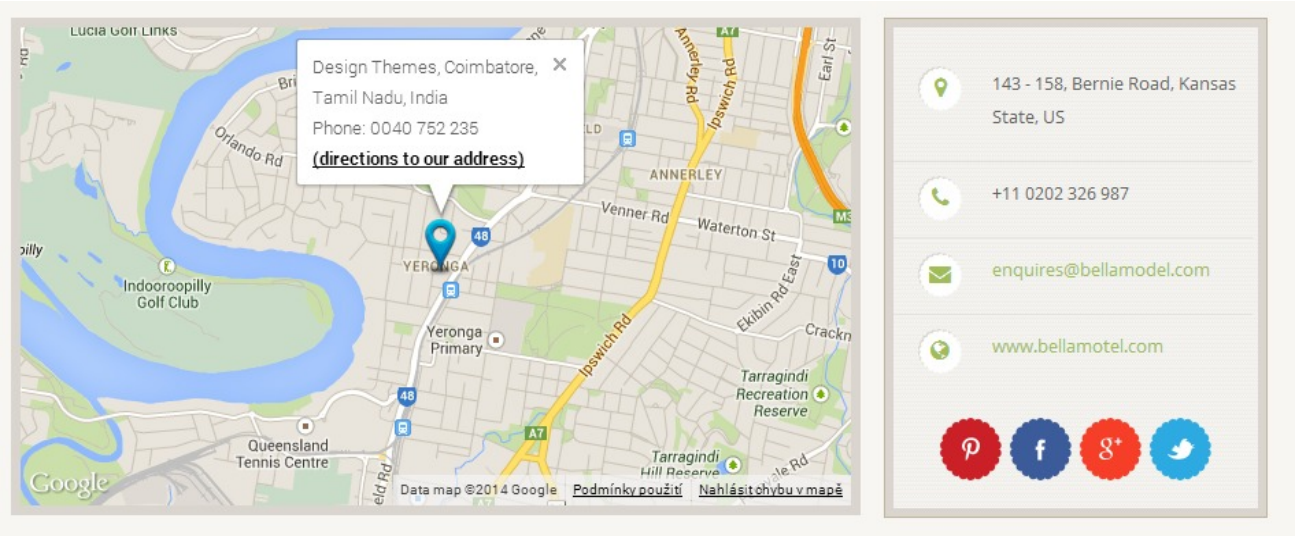


All the notes from the above will help you to build a high quality blog section which will help you to engage users and sell more products.

Chapter 11. CONTACT US PAGE

Would be great if you will incorporate Google maps to your contact us section. Physical address is one of the biggest proofs that you exist for the user, so would be great if you will fix it.

Integrated Google Maps example:

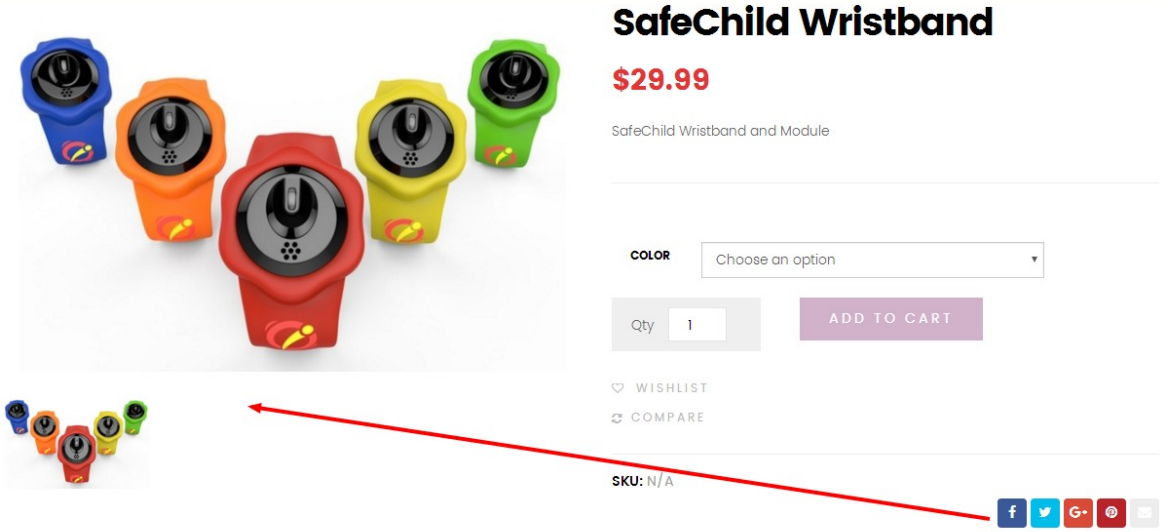


Also, contact page should include your corporate email address + the phone number.

Chapter 12. PRODUCT PAGE STRUCTURE

- Would be great to move Social Media links below the product instead of putting them below add to cart.

Having them below the product would provide more chances that the users will actually share it.



Example:

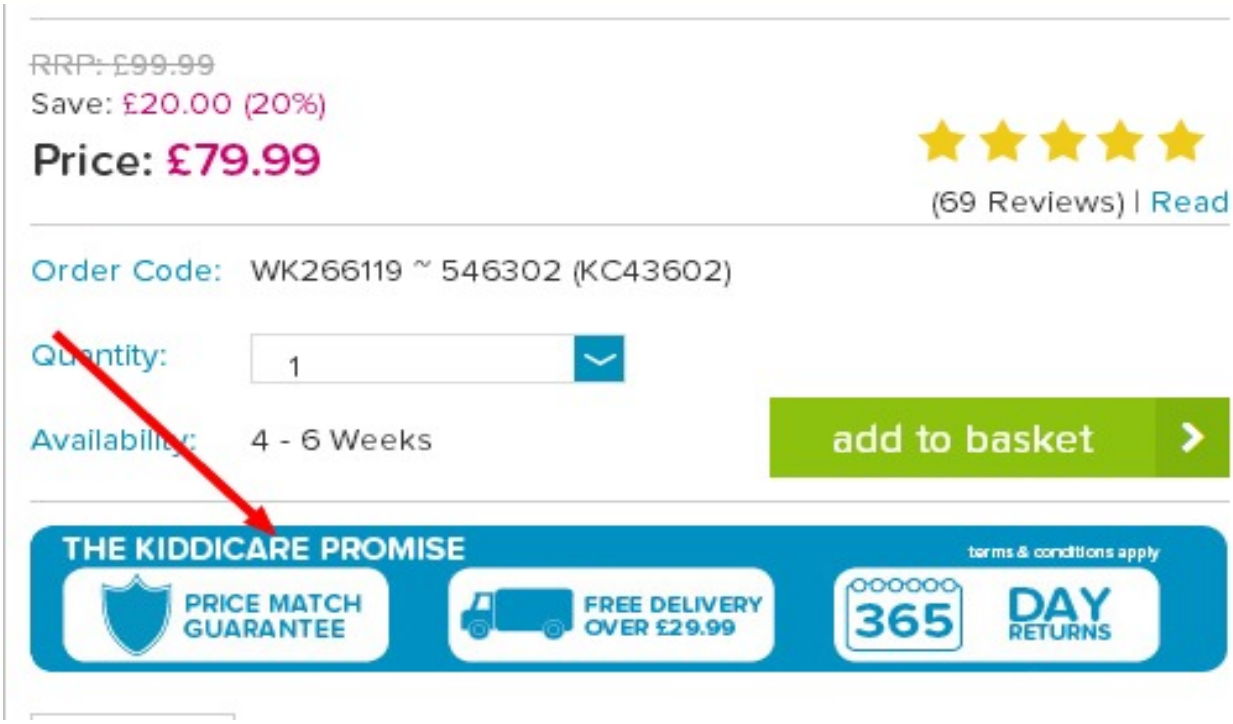


- Would be great if you will set up a stock meter to inform the user if the item is available or not.



- We would also recommend adding some additional benefit motivation bar below the Add to Cart button.

Example:



- **Regarding the Product Description.**

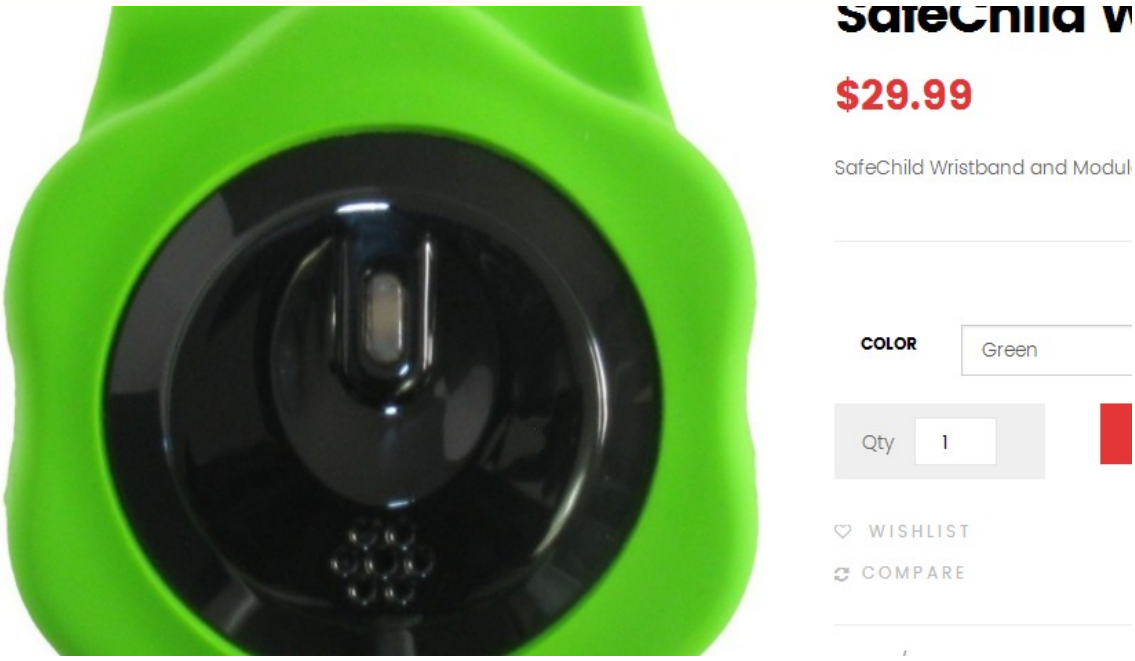
Since your product is so personal, with a great story behind it, why not to make the Product Description warm and personal too?

Great example of Product description in a storytelling personal way:



We would recommend you creating the Product description in the same style.

- When we choose the Product's size, would be great if the image of the chosen product will be in the good quality. Now it's all blurred and unfocused.

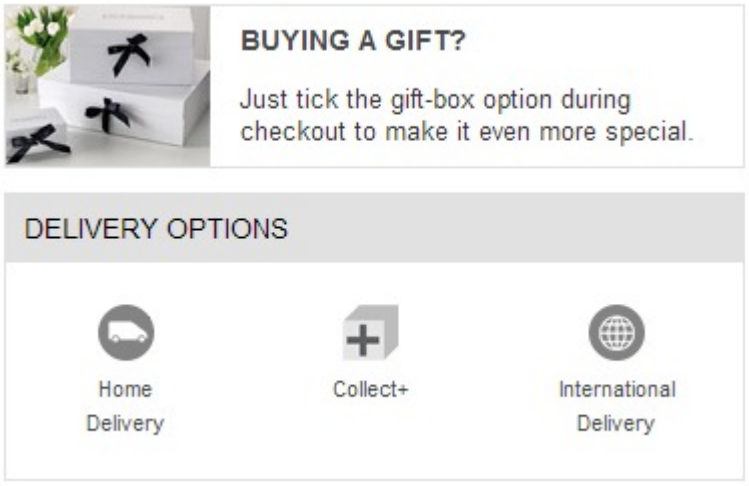


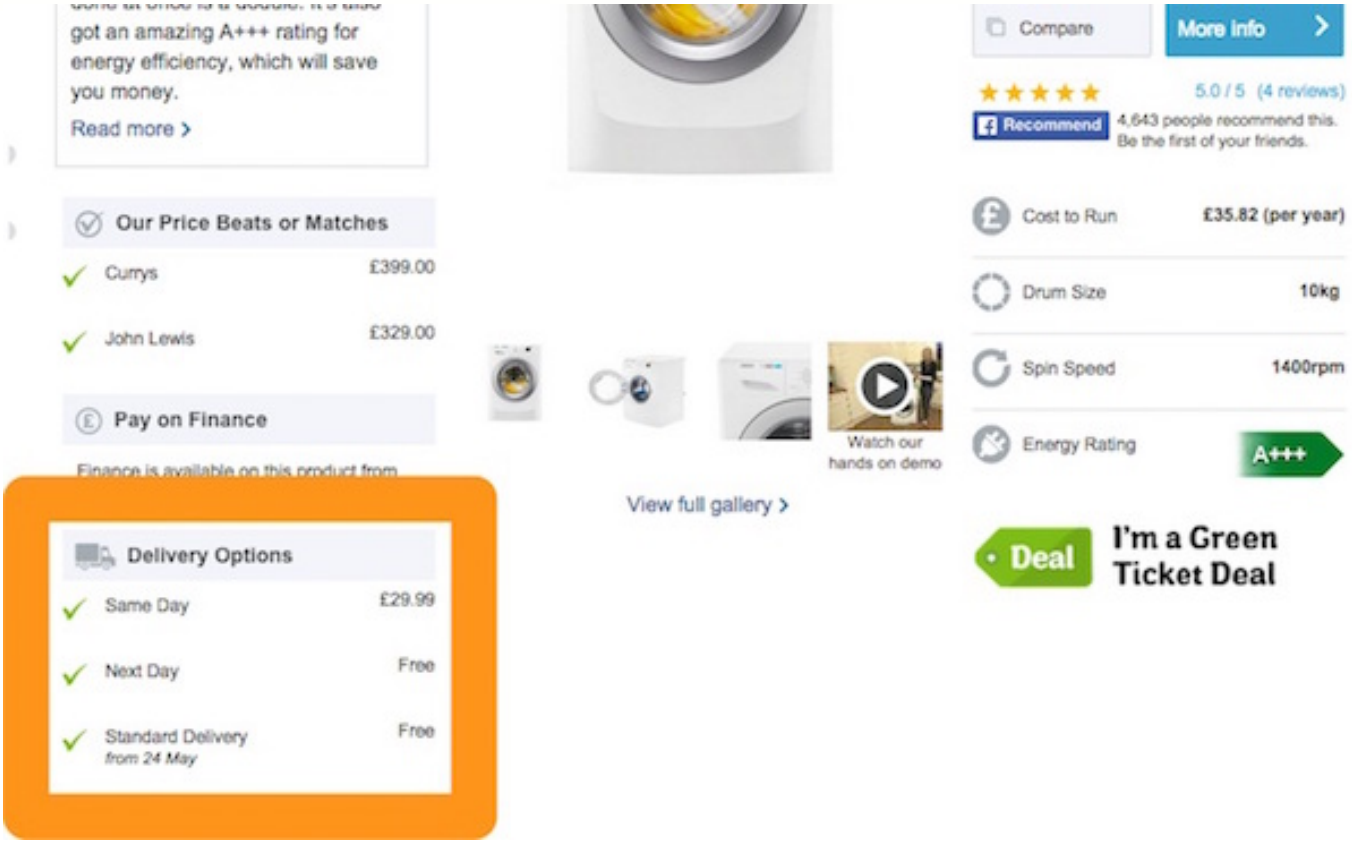
Images are very important. One of the biggest reasons people shop in internet stores is because they get attracted to the images of the products.

No matter how cool your features are, if the image is bad, they won't buy the product.

- There should be Shipping Information within the Product page as well.

Examples:





Chapter 13. ADD TO CART

- Implement Soft add to cart feature.

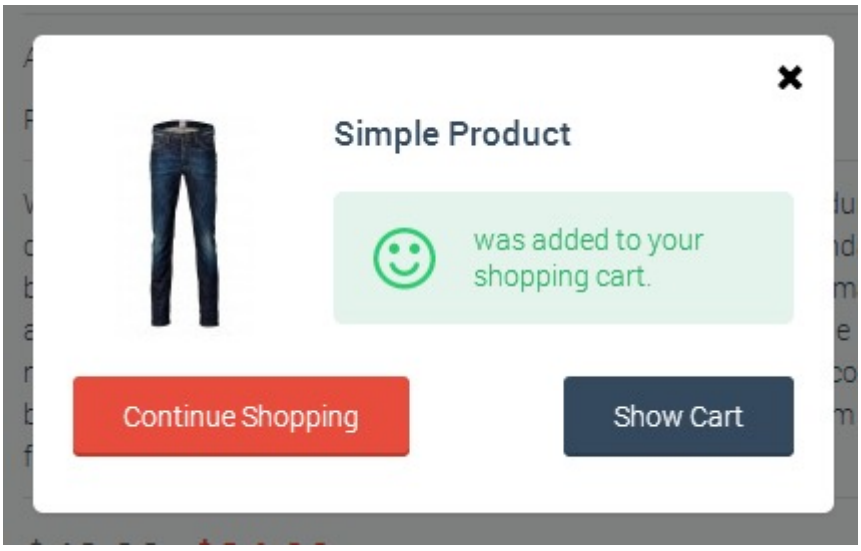
Soft add to cart is a feature that lets users see their cart without making them go to a new page. With this feature, users can browse the website with a dialog box showing the updated card. You can also have a 'View Cart' button which, when hovered on, shows a popup showing the updated cart. It makes the users' task more convenient. It also has the effect of always reminding your customers that they have items left in cart and thus helping increase completed purchases.

Example:



- Adding a Smile emoticon to the Add to Cart Message box would be also a nice touch.

Example:



Chapter 14. SHOPPING CART

- It is crucial that you will have a persistent shopping cart set up. Now after we refresh the page, all the products we put into the shopping cart are gone.

This causes you a major conversion rates decrease. The user should be able to retrieve information from a previous session.

More about the persistent shopping cart you can read here: https://www.google.cz/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=persistent%20shopping%20cart

- There should be an option within the Shopping Cart to print the Shopping Cart Content and send it via email. These features give customers the ability to quickly and easily to consult with relatives / friends / colleagues about the purchase in your online store and has been proven to be very effective.

- Instead Proceed to Checkout more effective would be to put **pay securely now** inside the button.

Also, Pay Securely Now should be in red color, all other buttons should be in lesser bright color, so the Pay Securely Now button will stand out.

- There should be payment options indicators inside the Shopping Cart section before we check out.

		Product	Price	Quantity	Total
✖		SafeChild Wristband **Color:** Green	$29.99	Qty 1	$29.99

Coupon code APPLY COUPON UPDATE CART

You may be interested in...



ADDITIONAL BANDS

$9.99

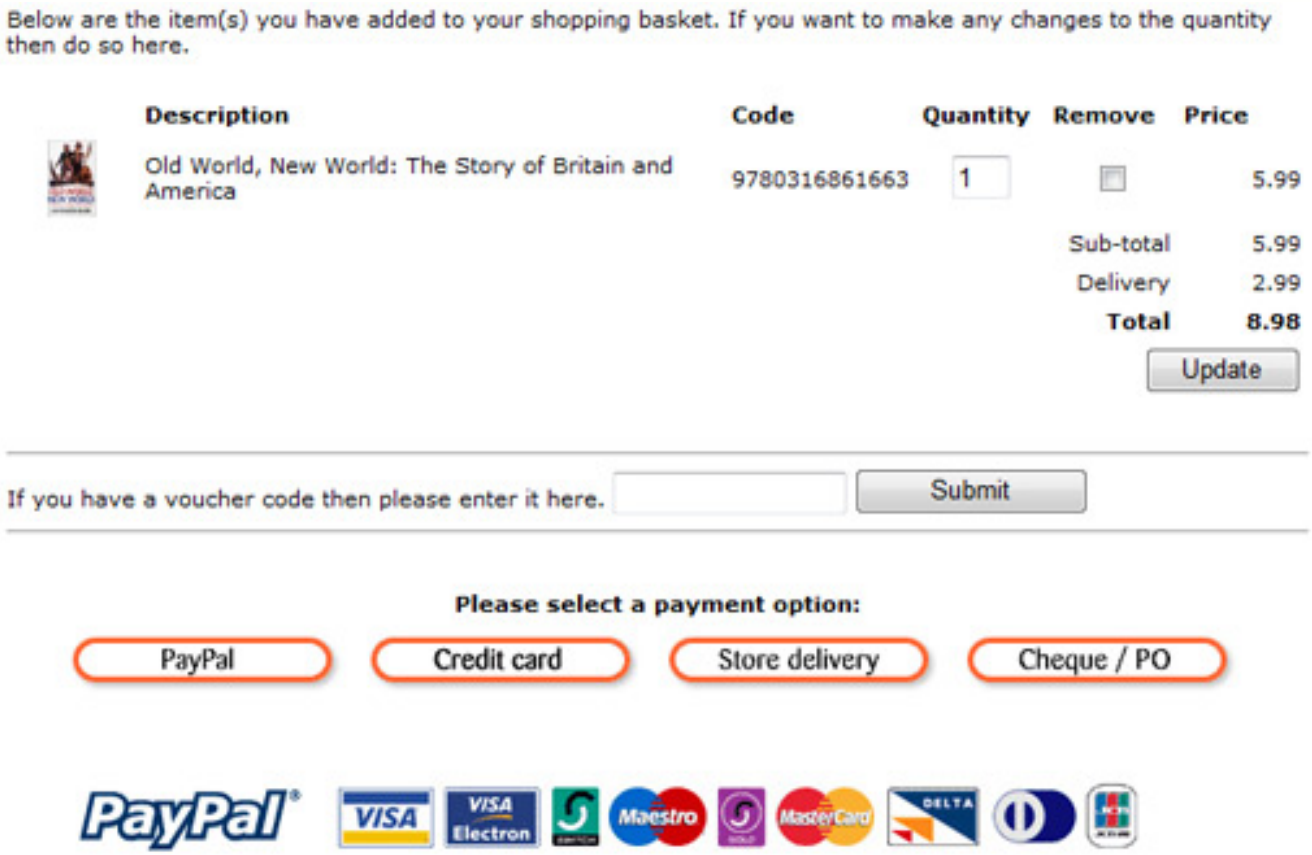
SELECT OPTIONS

Cart Totals

Subtotal	$29.99
Shipping	Shipping costs will be calculated once you have provided your address. Calculate Shipping
Total	**$29.99**

PROCEED TO CHECKOUT

Example:



- Add some trust signals and security badges presence within the Shopping cart.

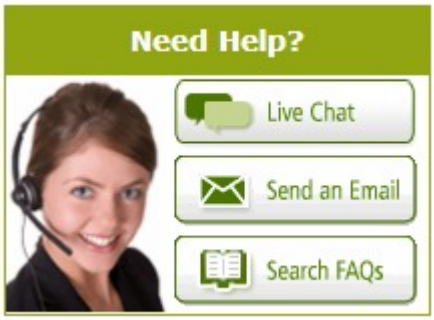
Examples:





- Would be great to have the Support available within the Shopping Cart and Check out sections.

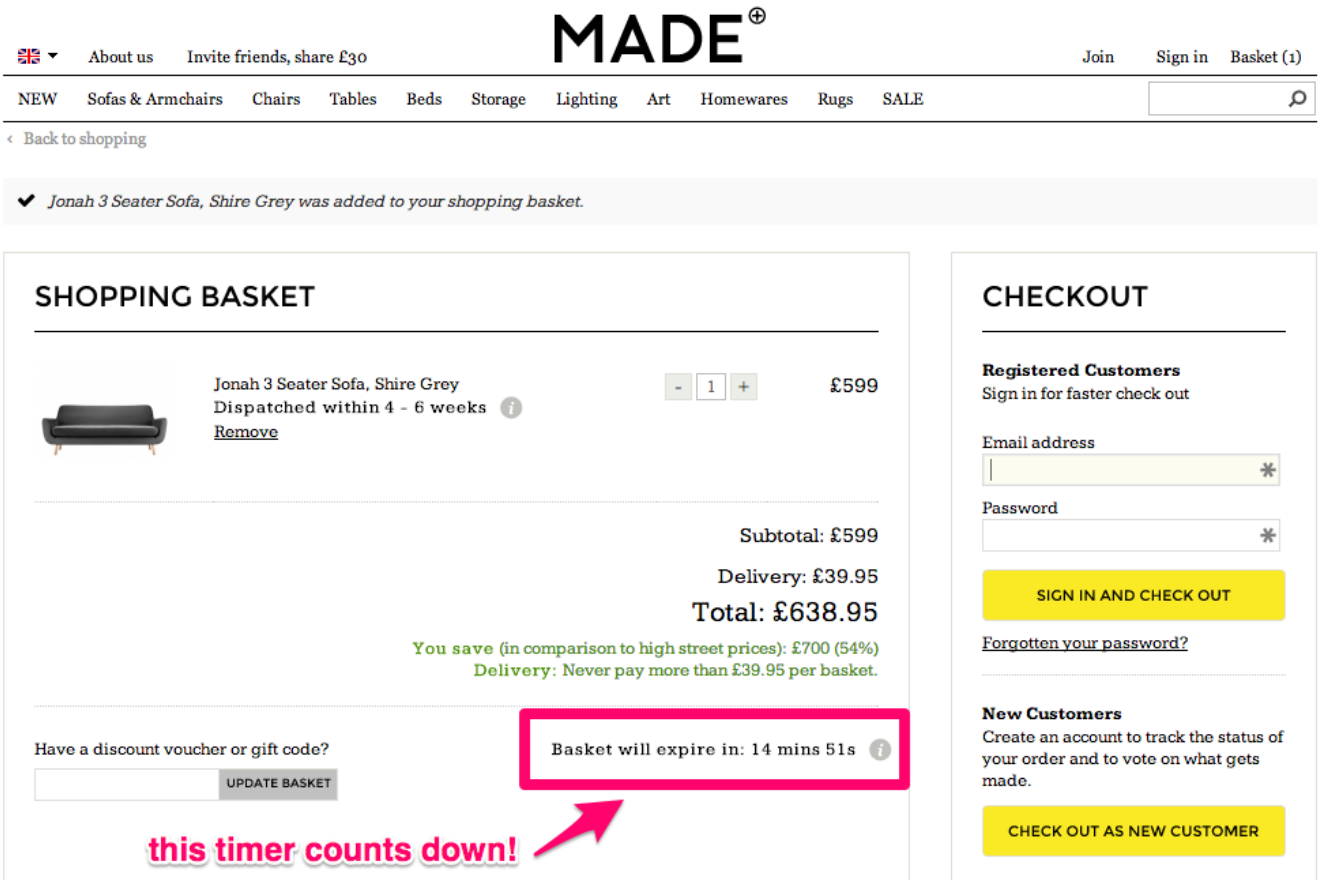
Example:



- It is great to add Timer inside the Shopping Cart to motivate users to make the Purchase NOW and don't postpone it.

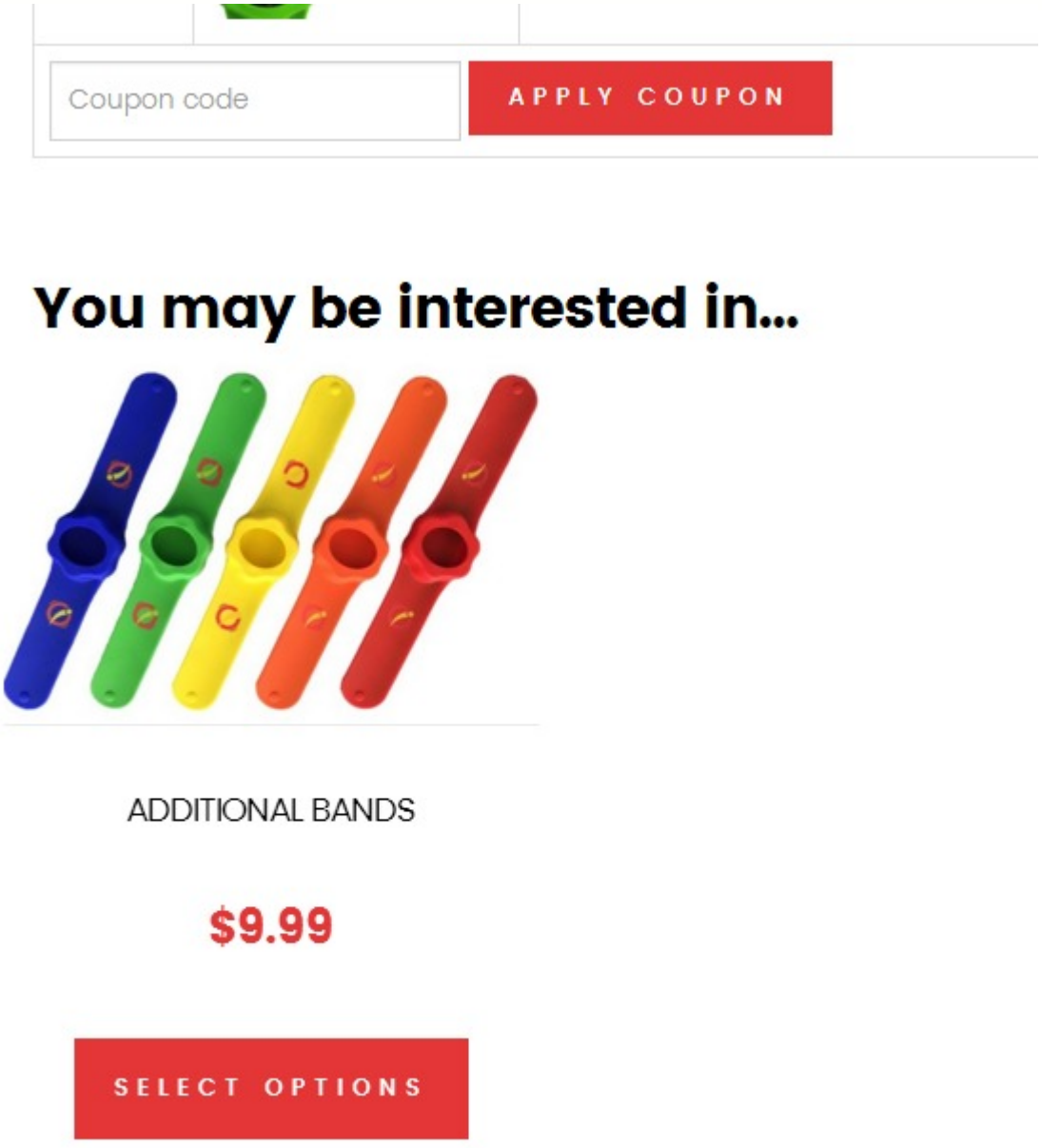
Time limit will show how long you can reserve the product for users which will encourage them to shop right there.

Example:



- Your cross-sell is very misleading now.

You offer us an additional product

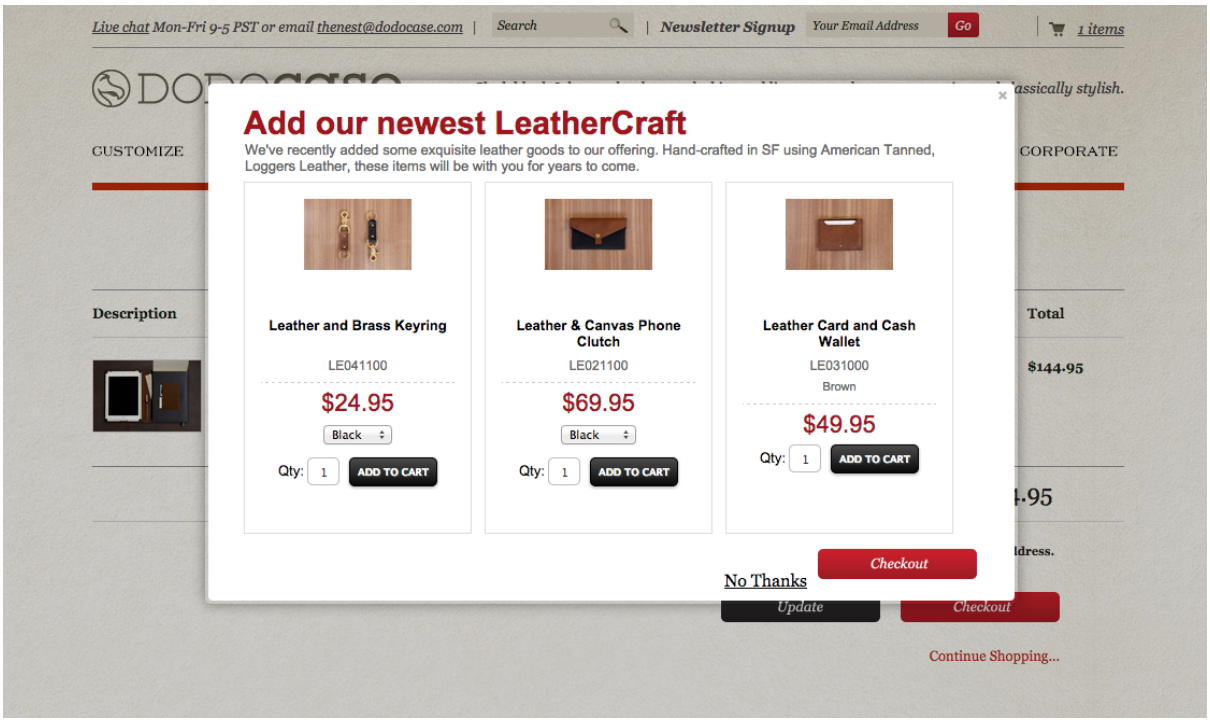


But then we have to click on the Select options and get to another Product page. You are basically leading people away from the shopping cart and there is no guarantee they'd come back. That's a very rough mistake.

Make it possible for users to choose additional products directly from the shopping cart without redirecting them away from the purchase.

You can also make it possible with the pop up window.

Example:



Chapter 15. EPILOGUE

Ok Christian, i think we need to finsih now.

If we would continue - we would never finished it, since we have 100 things to say to every and each page, but as our experience shows, saying everything in 1 report is not an effective strategy, since often it is too overwhelming to the client. Better approach is to cover all the mistakes that needs to be fixed asap and after that go further.

Overall impression is that the store is not optimized for sales at all and it will require a serious investment in order to make it sellable.

All our notes in this Report are concerning the conversion optimization, user experience improvement, ways how to decrease the bounce rates (which now is overwhelmingly high) by engaging user more deeper into the content, how to boost your online credibility and client's Trust in your products and overall how to make the store more sellable.

We know that it still can seem a little bit overwhelming, reading all those notes and figuring out how to implement them properly.

To avoid this feeling, we would strongly suggest you to implement things step by step, 1 by 1.

In this case, there will be some structure, and you won't feel overwhelmed with the too much new information.

Implementing just a few notes from the above will improve your website performance.

And of course, if you will need any help with implementation, we are always at your service.

Thank you very much for your order,
I wish you tons of good luck and tons of good sales:)
Hope your business will continue to grow and will continue to make your clients very happy:)