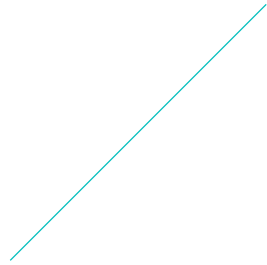# Luxury e-commerce

User experience Barometer 2017

22/03/2017 – by Marie Kuter, user experience consultant

About

A great insight for designing or improving user experience on luxury e-commerce websites!

- The luxury e-commerce UX Barometer benchmarks **32 websites** to identify industry standards and trends.

- E-commerce websites of high-end brands in watchmaking, jewelry and fashion are analyzed through a **customer journey**, from landing on site to completing checkout.

- Conclusions are presented in this document, through **best practices, values, challenges and trends**.

- Customer journey is detailed for each brand, highlighting user experience score, best practices and highlights.

32 brands benchmarked from 16/01/2017 to 26/01/2017
Alexa audience data

This document is an **extract** of slides from the complete barometer presentation.

Working on designing or improving a luxury e-commerce experience? Get a good start with a personalized workshop presenting the industry's best practices, challenges, values and trends.

Workshop A: Conversion Booster (3h)

- Review experience accross customer journey
- Identify successive objectives and KPIs
- Benchmark best practices in industry
- Compare to 32 analyzed websites

Workshop B: Brand and experience (3h)

- Browse new and coming trends
- Discuss industry questions and challenges
- Apply luxury values to digital
- Position brand within e-commerce standards

Personalized workshops: enquire for pricing and availabilities

Send email enquiry ➔

Agenda

Introduction & Key findings

Section ° 1/6

Luxury e-commerce UX Barometer 2017

On 32 analyzed websites...

69%
Are responsive

36%
Average bounce rate

9%
Don't display a search option on home

34%
Display a phone number directly visible

12,3 seconds
Average home page loading time

81%
Are designed on a light background

91%
Show at least 1 big visual on home

84%
Highlight product visuals on home

72%
Highlight product categories in menu

Up to 8,5
Pictures per product

41%
Propose in situation pictures on most products

72%
Propose a contact for assistance

81%
Allow to order as guest with email

In 28% cases
The product price did not include shipping and/or taxes

3,16
Average number of steps in checkout

28%
Do not display any reassurance regarding payment security

75%
Propose and highlight free shipping

84%
Clearly inform about the shipping times

Brands websites benchmarked

WATCHMAKING

Baume & Mercier
Bell & Ross
(Bremont)
Chopard
Hamilton
Jaeger-Le Coultre
Longines
Officine Panerai
Piaget
Rado
Tag Heuer
Tissot

JEWELRY

Baccarat
Bulgari
Cartier
Tiffany
Van Cleef & Arpels

FASHION & MORE

Burberry
Chanel
Christian Louboutin
Dior
Dolce & Gabbana
Giorgio Armani
Gucci
Hermès
Jimmy Choo
Longchamp
Louis Vuitton
Mont Blanc
Prada
Saint Laurent

From landing to checkout

Introduction

Best practices and bad user experience, from landing on site to placing an order

What can visitors expect on luxury e-commerce websites?

All 32 sites analyzed have been tested as a user following the same **scenario**: from arriving on the website to looking for products, selecting a product and placing an order.

A next section will detail the customer journey (good and bad moments) per brand. In this section, we will focus on the **objectives** and **performance indicators** for each step in the process. Good and bad examples are illustrated with **screenshots** of benchmarked websites.

Ready to find out what make the best user experience on a luxury e-commerce website?

78,1%

of analyzed websites allow
to order as guest

Agenda

Benchmark per brand

Section ° 3/6

Introduction

How are we doing compared to the competition?

The core of this benchmark was to study the user experience on luxury brands e-commerce websites, following this 4-steps process: landing on site, looking for products, choosing a product and finally placing an order.

Considering objective criteria for each step (responsive, number of steps in checkout, visible contact for assistance, etc.), each website has been evaluated as great (green), poor (red) or acceptable (yellow.)

With the next slides, we will compare experience on brands in your industry, and discuss in more detail about the ones of interest to your company, following your needs and according to the status and objectives for your e-commerce.

Benchmark per brand: the criteria

LAND

At least 1 big product visual
Entries for various personas
Consistent menu
Home page loading time <= average
Search visible on home
Responsive

- 🟢 > 4 / 5
- 🟡 3-4 / 5, not responsive
- 🔴 < 3 / 5

FIND

Menu highlights product categories
Filters or watchfinder
Search option

- 🟢 > 2 / 3
- 🟡 = 2 / 3
- 🔴 < 2 / 3

CHOOSE

Number of product pictures >= average
Specific product description
Visible contact for assistance

- 🟢 > 2 / 3
- 🟡 = 2 / 3
- 🔴 < 2 / 3

ORDER

Known delivery time
Order as guest
Information on exhange / returns
Ressurance
Number of steps >= average
Options summary
Free shipping highlighted
Contact for assistance

- 🟢 > 4 / 7
- 🟡 = 4 / 7, no assistance, no order as guest
- 🔴 < 4 / 7

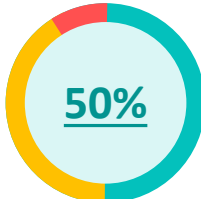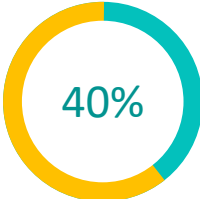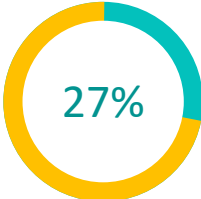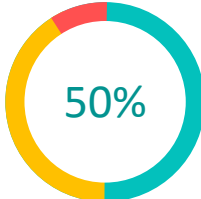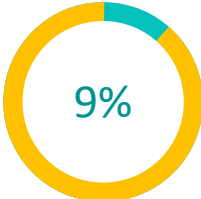# User experience score per step per industry
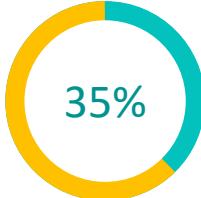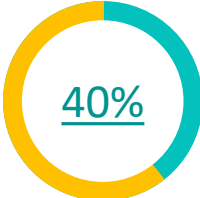
	WATCHMAKING	JEWELRY	FASHION & MORE
Landing on site	27%	40%	**50%**
Finding products	9%	**100%**	50%
Making selection	27%	40%	35%
Placing order	9%	**80%**	50%
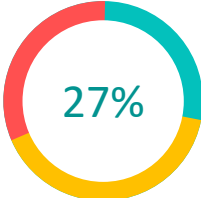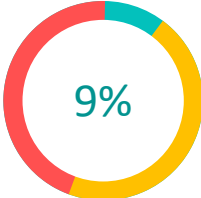
Luxury values in e-commerce

Section ° 4/6

Introduction

Because purchasing a luxury watch is not exactly the same as shopping for groceries...

« Luxury is, by essence, incomparable »
(Jean-Noël Kapferer)

New technologies and e-commerce should not change this fact. The experience of placing an order on the website of a luxury watchmaker or jeweler should be just as exceptional as buying a piece in a boutique. Chic atmosphere, dedicated and passionate concierges, high-end service and presentation of pieces...

Internet, and especially e-commerce, have their constraints. But they also offer a wide variety of formats and possible interactions, to give the best to your customers and strengthen your relationship with them.

Up to 8,2

average number of pictures
for a product

Agenda

Challenges

Section ° 5/6

Introduction

Did you know online sales represented 6% of the global luxury market for personal goods in 2014?

And it has known a +27% growth from 2009 to 2014.

If e-commerce offers many promises to luxury brands today, there are still a lot of open questions and challenges.

It includes a few major structural changes within company processes and infrastructure, and brands have to get their ERP, CRM, helpdesk and salesforce ready for this new challenge.

Keeping that for later discussions, let's focus on a few major user experience challenges.

Right.

But can we do an e-commerce without displaying the prices?

12,29 seconds

average loading time
for the home page

Agenda

Trends

Section ° 6/6

Introduction

Hi, my name is Bot. Chatbot. How can I help you today?

You may have heard a lot about chatbots: it has been everywhere lately. But what is it exactly? Fancy concepts and trends florish, but it can be hard to make the difference between multiple existing definitions, and find actual applications for a luxury brand. Should we follow every trend?

No.

But in the goal of starting the discussion, we will talk about several trends and popular concepts and ideas that are out there on the Web. So we can make our own idea about them.

Even not followed right away and completely, each trend can become an inspiration for creating an innovative and delightful customer experience.
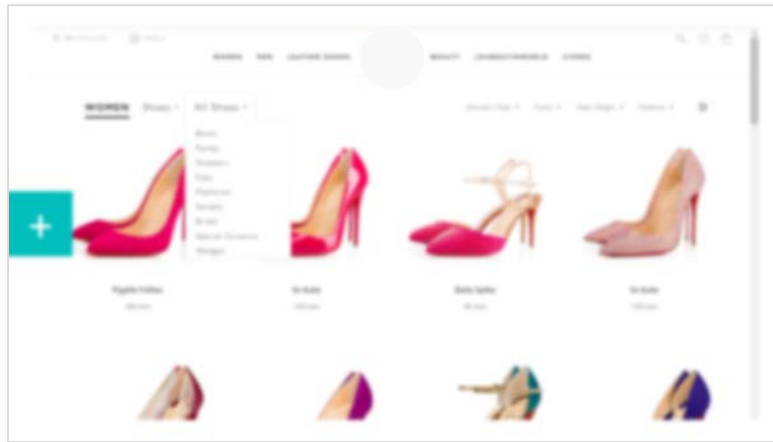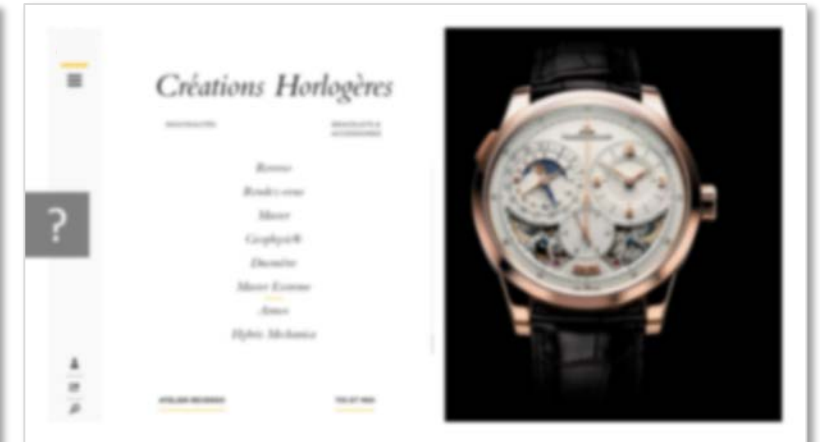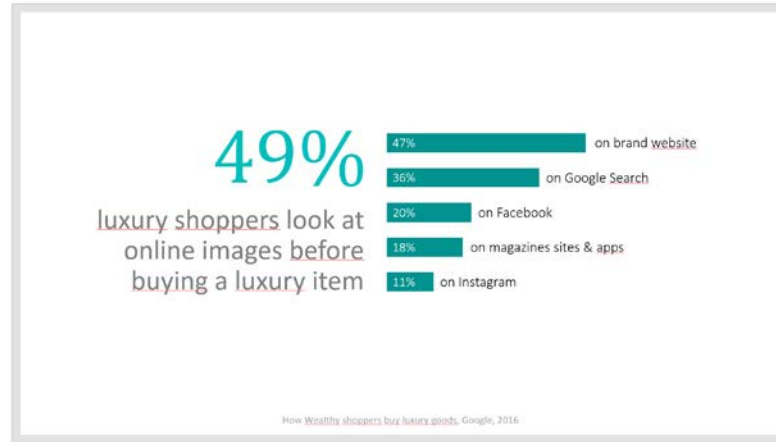
71,8%

of analyzed websites
are responsive.

Agenda

A glimpse at the next sections…
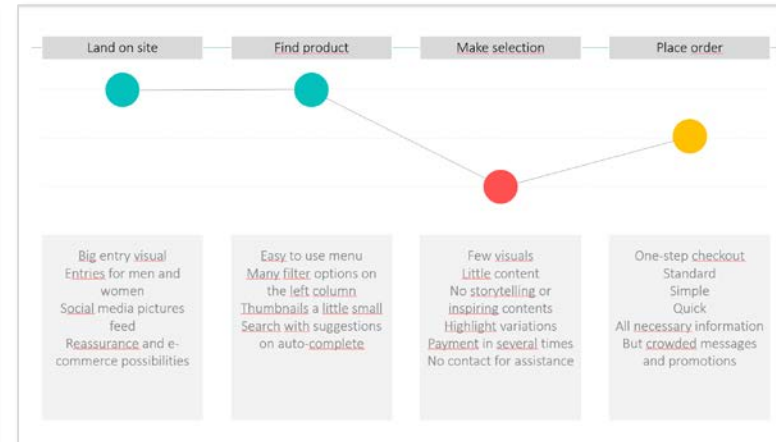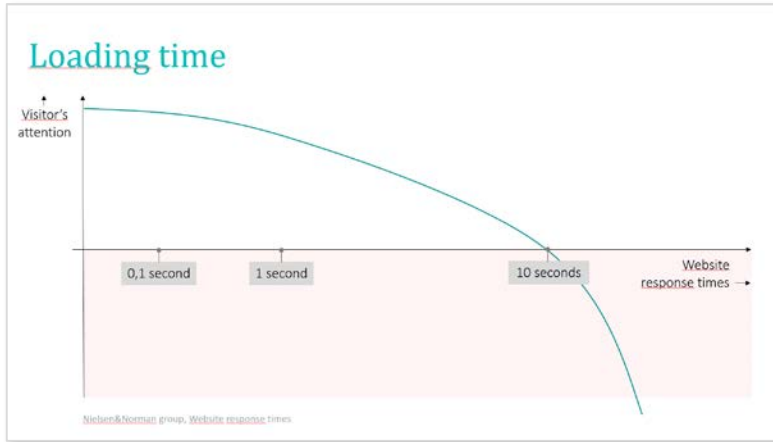
Looks interesting? Book your 3-hours on-site workshops presentation now!

The author

Marie Kuter
is a user experience consultant in Geneva, Switzerland. She has accompanied the conception and improvements of e-commerce for several luxury brands.
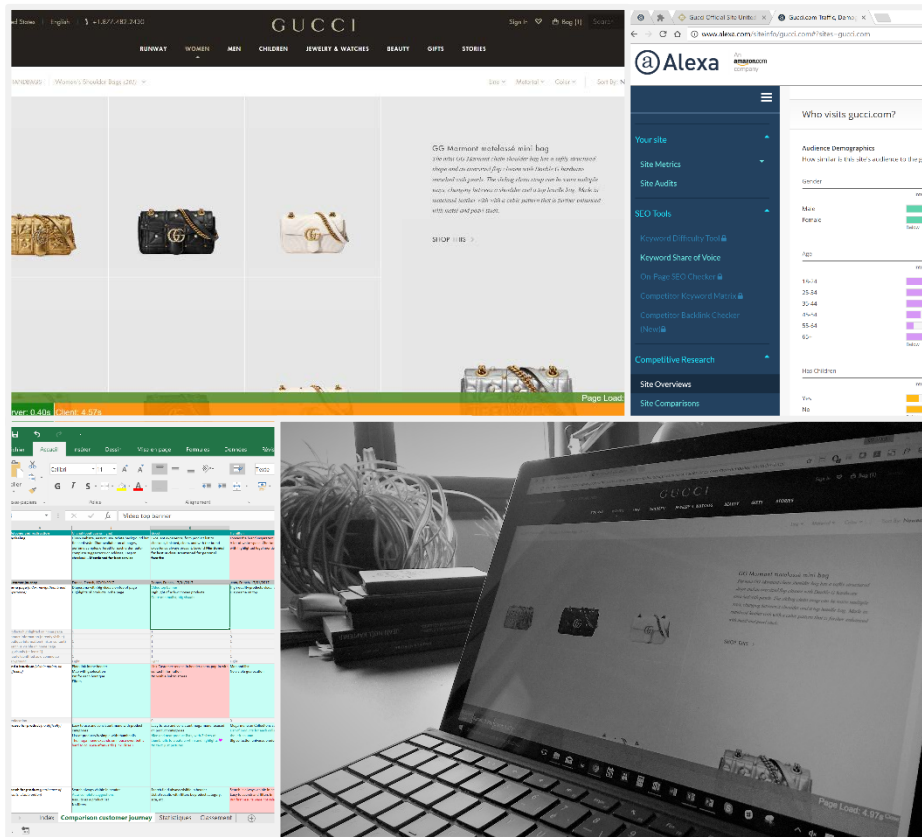
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Methodology

- Benchmarking of 32 luxury e-commerce website between the 06/01/2017 and the 26/01/2017

- Analysis of customer journey from landing on site > finding product > making a selection > placing order

- Side analysis of secondary conversions: share product, ask question, save for later, find store, contact

- Measurement of page loading time with Simple Performance Bar (Chrome plugin), based on W3C Navigation Timing level 2

- Measurement of average bounce rate, daily number of pages per visitor and daily time spent on site per visitor with Alexa

- Unless otherwise mentioned, analysis of USA English e-commerce version (except when available)

- Disclaimer: Sites may have been updated from the moment of our study. Statistics are only representative at the moment of our study and can vary.

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