Highlight pricing discounts

Item Availability

Mobile Chandelier

$249
SPECIAL $199

1

This item is on backorder.
View availability date

ADD TO CART ❯   ADD TO WISHLIST

☎ Talk By Phone 💬 Click to

— Overview
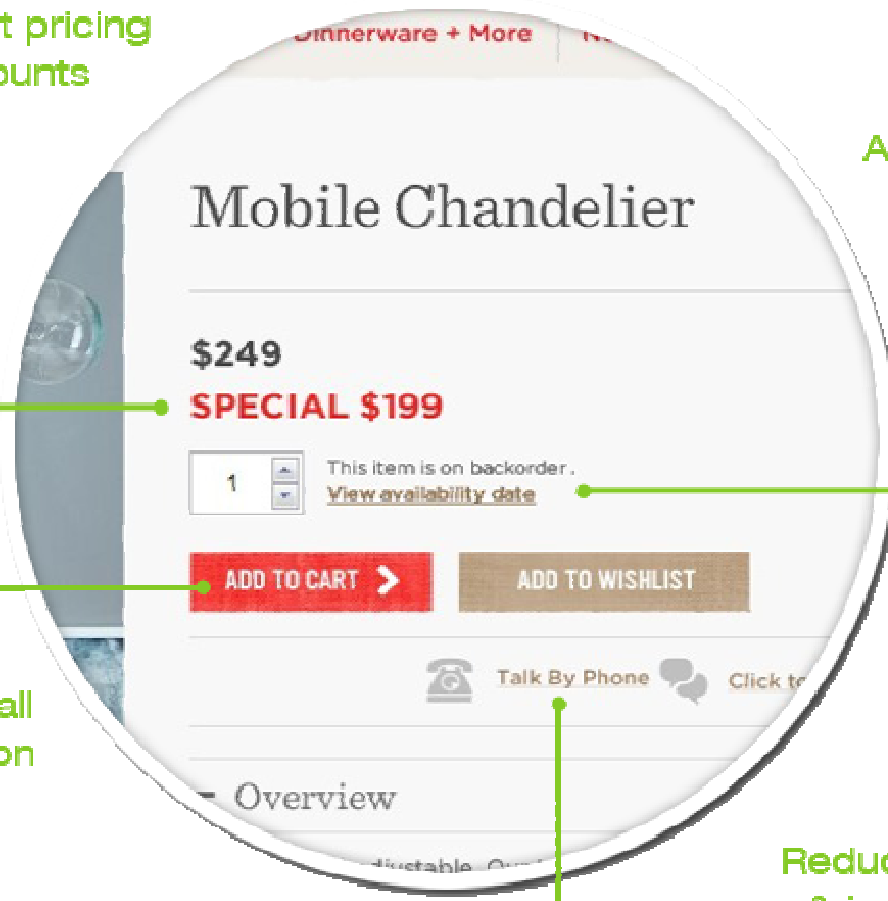
Clear call to action

Reduce fears & increase confidence

The Ultimate Guide to Improving
Product Pages

The Ultimate Guide to Improving Product Pages

Ideas & Best Practices on How to Maximize Conversion Rates

By Craig Kistler

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?

If your goal isn't to create a better customer experience, what are you doing that is more important?

What is a Product Page

What is a Product Page you may ask? Well, boiling it down to the basics, a product page is where visitors learn about a specific product and have the ability to add it to their shopping cart.

A product page will include **images**, **price**, **description**, and a Call to Action (CTA) usually being an **"Add to Cart" button**.
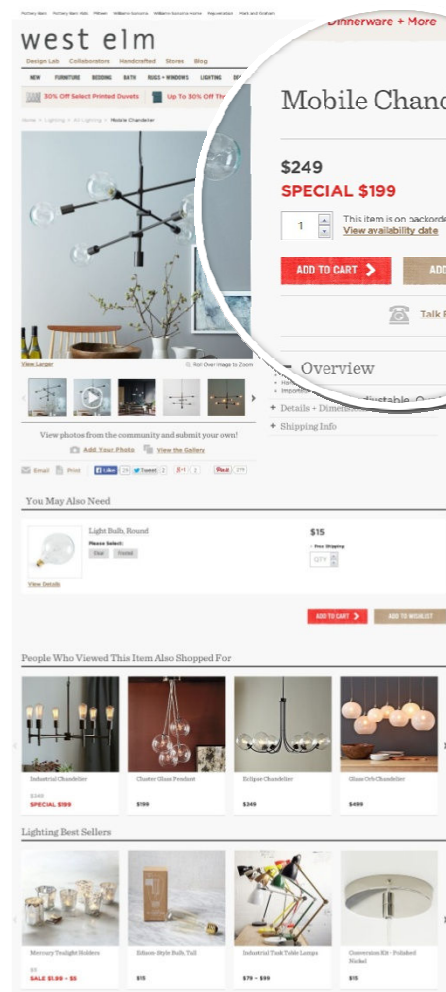
Product Page Goals

The goal of the product page is to give visitors enough information so they can make a confident buying decision and complete their purchase. The page should answer questions like: "Is this the right product for me?" and "What action can I take next?"

It's important the product page work to eliminate uncertainties and doubts about the purchasing decision. For example, "Is it possible to return this item?" or "Am, I buying the right item?"

Product pages are the most important pages on a website.

Product Page Anatomy

Below are the key elements that visitors expect to see before making a purchase decision. They add credibility and provide confidence reducing fears, uncertainties and doubts and are a must for any product page.

Essentials

Images
Title
Price
Add to Cart Button
Product Description
Sizing Information
Shipping Options
Increase Trust Factors

Nice to Haves

Product Demo Videos
360 Views
Show Similar Products
Use Emotional Triggers

Breaking Down the Essentials of the Product Page

Page Layout

Page layout and hierarchy are important factors to get right on the product page. Conversion happens when all of the elements on the product page work together in a logical fashion.

If the product page has the key elements but they are not easily seen than in the visitor's eyes they aren't there. **Making visitors search to find information is a quick way to frustration**.

The Livingstone Cardigan
$275.00

Choose Size ▾ | 🛒 ADD TO CART

Free shipping both ways. Insanely easy returns.

f Like | Tweet | Pin it | g+1 | 0

What you need to know

Bonobos's product page has a large title, prominent placement of the price and they closely tied together the size selector and the call to action. They also include trust factors at the point of action (Free shipping…).

ANTHROPOLOGIE

gifts **clothing** shoes accessories house & home online exclusives sale

clothing > dresses > rubied dusk dress

Rubied Dusk Dress
$298.00

★★★★½ 10 REVIEWS

See most helpful reviews | Write a review

color: red

Regular Petite Size Guide »

Size ⌄

Qty 1

ADD TO BASKET

Add to Wish List »
Find in a Store »
Shipping and Returns »

Editor's Notes ⌃
Breathtaking beyond words, this lacquer-red plisse maxi by Rina Dhaka features garland after garland of over 300 handmade French knots.

Details ⌄

get the look

1 2 3 4

get the look

you may also like

WRITE A REVIEW

10 product reviews   What is relevancy sort?   Sort by... ▾

See more reviews: ← 1 2 →

Average rating: ★★★★½ 4.5 / 5.0 ▾   📊 Average sizing: RUNS SMALL   9 of 10 reviewers recommend this product.

Peppersprout from Oakland, CA, USA

★★★★☆

AGE RANGE: 25-29
HEIGHT: 5 ft. 9 in.
BODY TYPE: Hourglass
STYLE: Vintage - distinctive and timeless

Beautiful but actually an empire waist? :-/ / November 10, 2013

PROS: beautiful and ornate, excellent quality
CONS: cut/fit of dress not as in the photo

I was over the moon excited about this dress, and given the price, had planned to wear it for every holiday occasion this winter, including my 30th birthday!
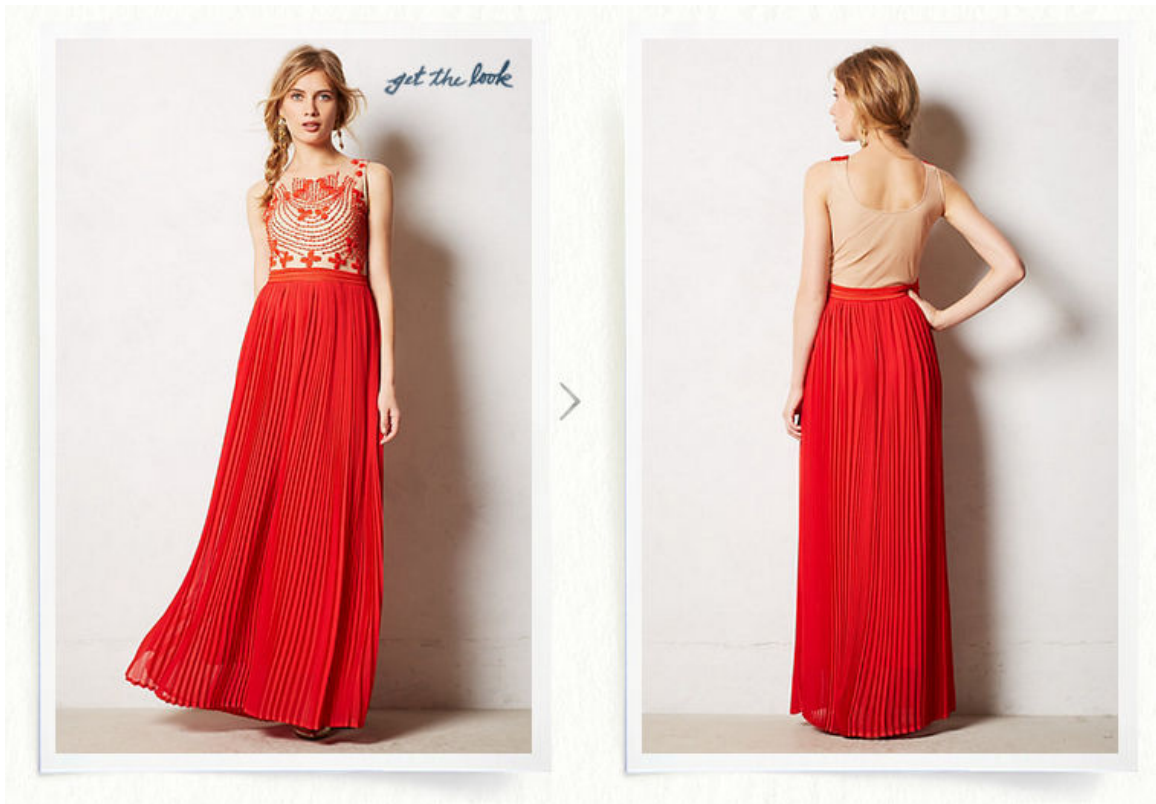
Images

The image on your product page should be the star of the show. This makes sense considering the product image is, arguably, the most important part of the decision making process. High quality images should excite the visitor and make them believe they cannot live without your product.

Because the visitor cannot physical touch and feel the item they must be able to get a sense of the product by using images only. This is especially important for fashion retailers.

When possible, showing images in context will go a long way to reduce the fears and doubts. Showing images in context will give visitors a sense of scale and how the product works. In some cases showing images in context can inspire visitors to use the product in a way in which they haven't thought about before. **This helps nudge them towards purchase**.

Anthropology's product page has large, high quality images that show different angles of the dress.

Including multiple images that show the product at different angles is important for most products. Images at different angles provide the visitor with information that helps them make a buying decision.

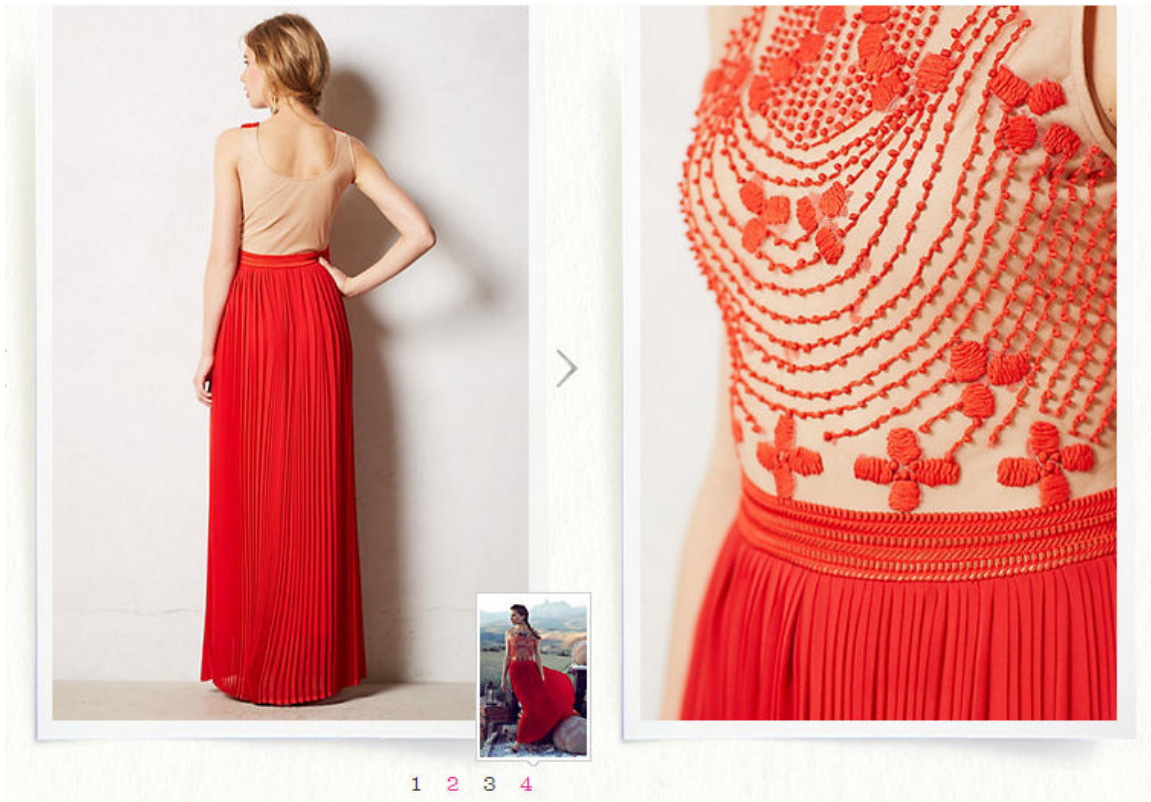**92.6% of online shoppers believe visuals are the top influential factor affecting a purchase decision**

The Psychology of Online Checkout, GetElastic

Product Zoom

Features like zoom give visitors the ability to see the finer details on a specific product.

1 2 3 4

The Zoom feature on Anthropology's product page makes it easy to see the embroidery details of the.

Anthropology product page has multiple images with a small preview.

360 Views

Using 360 views is an easy way for the visitor to see all of a particular item rather then clicking on various images. Producing the 360 views can be difficult, costly and time-consuming. However, this may be a worthwhile tradeoff since these views will increase your conversion rate.

Title & Price

Title

The product page title is fairly straightforward but has a couple of key purposes. One, it clearly sets the visitor's expectations and indicates that they are in the right spot. Two, used correctly (as an H1 tag), the product title will help search engines index the product page making it easier for visitors to find what they are looking for.

Net-a-Porter's product page includes the price right below the title, brief description, size selector and add to bag button allowing for an easy eye scan from title down to the CTA.

Price

Obviously price has to be on the product page as it is one of main factors in whether the visitor purchases. Knowing this, the price should be shown in a prominent location that is located near the CTA. When the visitor scans over the page, their eyes will naturally flow through the product name, towards the price, and finally to the CTA. **Information scattered around the product page puts the visitor in limbo**.

Fab's product page feature the price in large text that is highly visible, leading the visitor's eye towards the CTA which standouts out on the white background.

Discounts

When you offer discounts make sure to show the visitor the differences. Always showing the actual price compared to the discounted price. Reinforce the price messaging by showing the visitor the percentage saved. **Solidify that the items are a good value by not making the visitor calculate the savings in their head**. Don't give the visitor the slightest reason to leave your site to check out prices at other stores.

Cooking.com's product page shows the original price, the marked down price, the special price and the percentage off making it very easy for the visitor to understand the value of the sale.

Product Description

Product descriptions must paint a vivid picture for visitors since they are not able to physical handle the item. The copy should be persuasive and informative. The more expensive the item on the product page the harder the description will need to work.

The job of the product description is to highlight the key features, benefits and any specifications.

$75.00   ITEM# 78392   (36 PIECES)

Treat those who are closest to your heart to our eye-popping, 36-piece assortment of both classic and chicly modern chocolate truffle flavors. Adorned with a festive band of red ribbon, also makes an elegant addition to a bridal shower or anniversary party buffet. Includes these pieces:

- Dark Vanilla Mousse Truffle
- Chocolate Lava Cake Truffle
- Butterscotch Walnut Truffle
- Dark Chocolate Truffle
- Cappuccino Truffle

36 pcs. (24.8 oz.)
READ LESS »

The product description on Godiva's product page gives key information and entices the visitor to add the item to their cart.

Think about what a visitor needs to make an informed decision and then write the product description to clearly communicate this information. Provide enough detail to address key concerns.

Remember that while the product description is important, visitors do not want to be hammered with text. **A dense block of copy is off-putting and difficult to understand**. Utilize short sentences, bulleted lists and spacing to allow for scanning an easier reading.

When presenting product specifications it can be challenging to not overwhelm a visitor. Pay special attention to how the information is being presented making sure that it accessible and easy to read. Where possible, consider using tables and charts.

Product Information

Influenced by the furnishings of Edward J. Wormley, the Bantam Collection (2004) celebrates the soft, less-machined brand of modernism that arose in the United States in the 1930s. Delivering physical comfort as well as aesthetic pleasure, the entire frame is lightly padded and finely upholstered with a fitted back and a single row of button tufting. Matching piping along the seams reinforces the clean lines of Bantam's frame. Tapered solid wood legs lend visual lightness. Made in U.S.A.

DWR Exclusive

Materials

Kiln-dried, corner blocked hardwood frame; sinuous wire springs; polyurethane foam with down-proof ticking; stained walnut legs; fabric upholstery.

Measurements

18.
35"
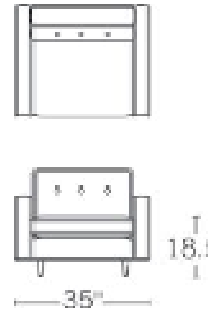
Since the dimensions are somewhat difficult to envision, Design Within Reach visually shows product details on its product page.

Provide your visitors with the information they need to make a decision. Help them understand the tradeoffs that they will need to make.

🏠 **FREE SHIPPING, NO MINIMUM.**
FREE TWO-DAY SHIPPING ON $150+.

SEARCH 🔍

MEN   **WOMEN**   **KIDS**   **SHOES**   **ACCESSORIES**   **OUTLET**   **GIFT GUIDE**

◄ CONTINUE SHOPPING

CLICK IMAGE TO ZOOM 🔍

MEN'S UA MICRO G® ANATOMIX SPAWN BASKETBALL SHOES

★★★★☆ (9)   💬 Q&A (25)   STYLE # 1238925

$119.99

PINKADELIC (813)

7.5	8	8.5	9	9.5	10
10.5	11	11.5	12	12.5	13
13.5	14	15	16	17	

SIZE CHART   FIT GUIDE : REGULAR

1

ADD TO CART 🛒

SHARE: ✉ 🐦 📌

f Like 204   WANT   NEED   OWN

WHAT'S IT DO?

The UA Micro G® Anatomix Spawn's layered system of fit works with the muscles, tendons, and bones of your foot, putting more support where you need it and more freedom everywhere else. It's the perfect on-court armour…a shoe that actually becomes your foot. We provide the technology. You provide the Will.

THE FUNDAMENTALS

- **REGULAR:** A slimmer athletic cut that delivers better mobility by eliminating the bulk of extra fabric.
- Interwoven layers of flexgear work with the tendons, ligaments, and muscles are in the foot for a truly anatomic design
- Reinforcements in the forefoot, eyestays, and heel provide added durability and structure
- Exposed mesh areas for superior breathability
- Light, low, full-length Micro G® midsole, strategically cored out to save weight and allow for natural flexibility
- Micro G® foam cushions as well as any traditional, bulkier foam, and also rebounds your heel-strike energy for a quick re-launch
- TPU shank extends from the forefoot to the heel and wraps onto the lateral sidewall for to help prevent rolling
- Molded Micro G® sockliner cushions and keeps your foot locked in
- Combination of textured rubber and herringbone traction pods deliver only what's needed where you need it

CUSTOMERS ALSO BOUGHT:

Men's UA EZ Mon-Knee Basketball Shorts
$34.99
★★★★☆ (8)

Men's UA Charge BB Low Basketball Shoes
$99.99
★★★★★ (1)

Men's UA Jet 2 Basketball Shoes
$69.99
★★★★☆ (2)

‹   ›

Product Video

While photos are a must, videos can be more effective to show off a product. Video is becoming more common online and does a lot to increase buyer confidence.

Using videos enables visitors to see more angels of the product, see it in context or see a demo of the product to better understand how to use the product.

Video has been shown to increase conversion rates, as well as, reduce returns since, after viewing, visitors have better idea of the product they are interested in buying.
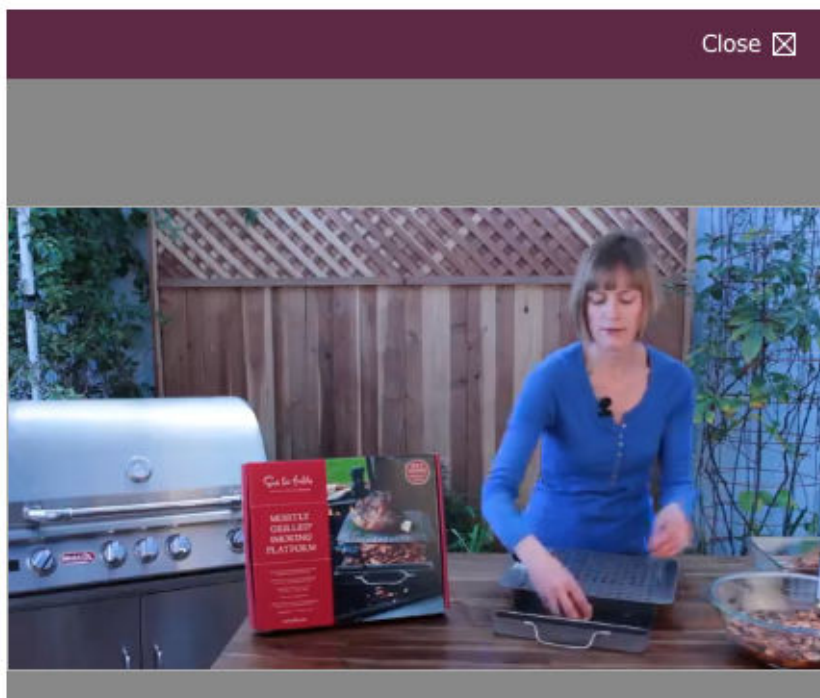
% **57% of online shoppers have more confidence in purchasing a product after viewing product video**

The Psychology of Online Checkout, GetElastic

Video on Under Armour's product page highlights the products features to get visitors excited about buying.

Sur La Table shows visitors the benefits of the product while also showing how to use it.

what's new   women   men   shop by   Ω   education   community   blog   🔍 search

Fluff Off Vest

$**128.00** USD   sku #

1. choose a colour: white

⬜ 🟪

2. select a size: no size selected

4 | ⁄ | ⁄ | ⁄ | 12

view size chart

3. choose a quantity: 1 ▼

add to bag   🎁 add to wishlist

⭐⭐⭐⭐½   **14 reviews**

f **Like** 0   🐦 **Tweet**   📌 **Pin it**

questions? click to chat live 💬 online

guests also love

Base Runner Long Sleeve
$ 88.00 USD

Fluff Off Jacket
$ 198.00 USD

Fluff Off Pullover
$ 158.00 USD

why we made this

We designed this slim-fitting vest to be the perfect layer on our cold weather runs. Insulated with premium goose down, it helps keep us warm without the extra puff. 360° reflective detailing helps us shine bright so we're set to run morning, noon and night.

fabric + features

- 800-fill-power premium goose down helps keep us warm when temperatures start to drop
- Matte Glyde fabric helps keep the down in and the rain out
- ribbed Power Luxtreme™ panels on the side are stretchy to give you room to move (and high five) freely
- reflective detailing helps keep you visible in low light
- keep your cords tangle-free with the hidden media pocket and cord window
- zip your goodies in the secure pockets when you're on the go
- imported

fit + function

- **designed for:** run, to-and-from
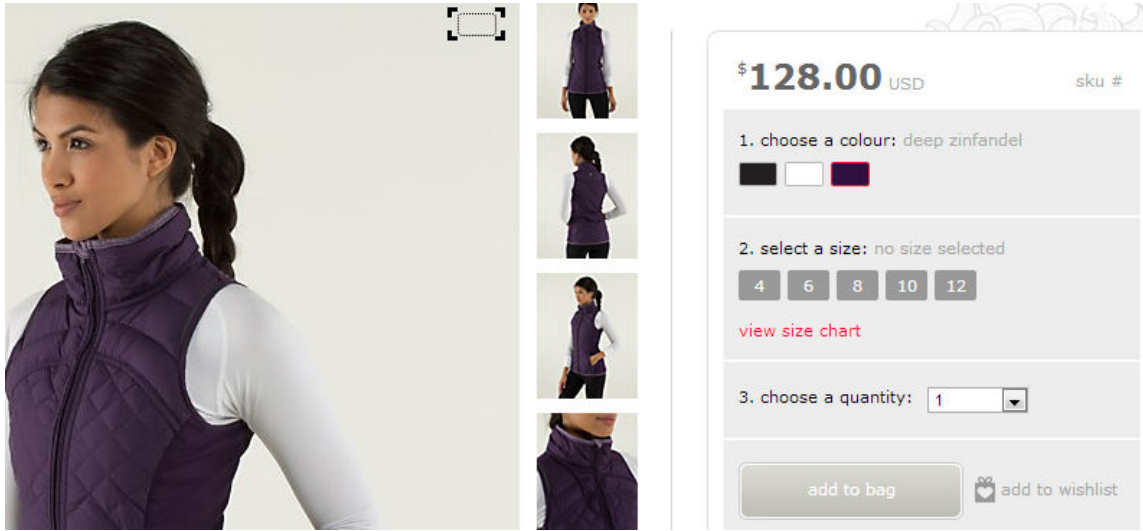- **fabric(s):** Matte Glyde, 800-fill-power premium goose down, Power Luxtreme™
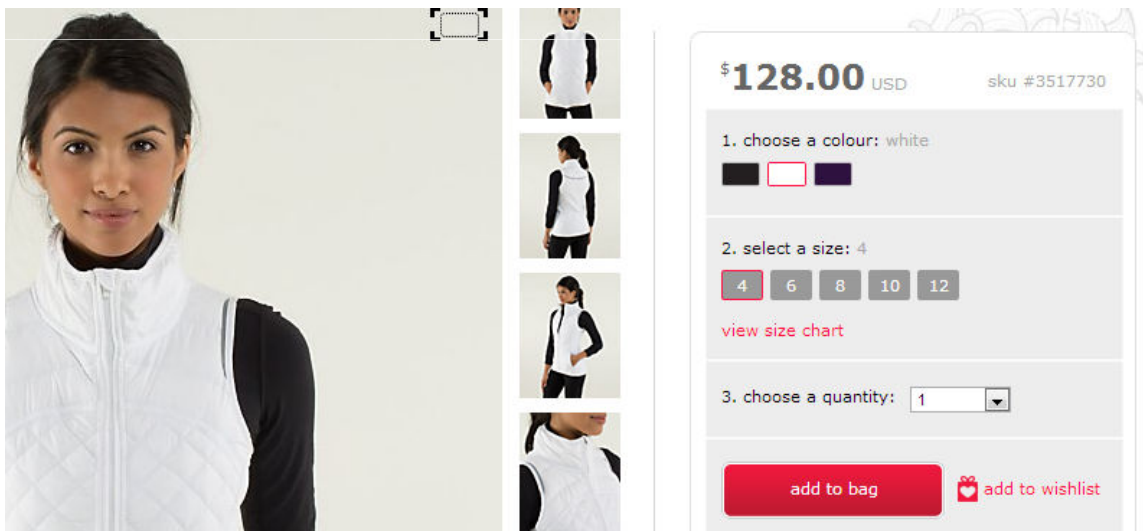- **fit:** slim

Call To Action

The Call to Action (CTA) must be nice and clear; different from other elements on the page. This makes it easy for visitors to understand the next step needed to complete the purchase.

One of the easiest ways to make your CTA stand out is with color. The color must stand out from background and should contrast with the rest of the colors on your site. However, be aware of what color can suggest to the visitor. For example, using red may stand out however; this color is commonly used in showing errors and can be associated with danger or to suggest stopping.

For products requiring additional information to be selected prior to adding to cart, for example size and color, make sure these actions are located close to the CTA so the visitor can efficiently make their selections and move on.

$128.00 USD   sku #

1. choose a colour: deep zinfandel

2. select a size: no size selected

| 4 | 6 | 8 | 10 | 12 |

view size chart

3. choose a quantity: 1

add to bag   add to wishlist

The hierarchy on Lululemon's Call to Action is well done. Notice how the CTA is somewhat hidden at first.

$128.00 USD   sku #3517730

1. choose a colour: white

2. select a size: 4

| 4 | 6 | 8 | 10 | 12 |

view size chart

3. choose a quantity: 1

add to bag   add to wishlist

The visitor must first select the color, next select their size and then they can add the product to their cart. Now the CTA really stands out against the grey background.

The CTA should be fairly high on the page, preferably in the top third. This area is sometimes referred to as "above the fold". In reality, the fold doesn't exist on websites. However, it doesn't make sense to force your visitors to work harder to buy your products by pushing the CTA down the page.

One thing to note, if a product is out of stock then display an out of stock message on the page and disable the CTA. Don't allow a person to click on the button only to get an error message later. If possible, allow the visitor to add their email address so it is possible to notify them once the item is back in stock.

West Elm's product page shows when an out of stock item will be back in stock.

Increase Trust Factors

Reduce anxiety and build confidence by communicating your return policies and any product guarantees. Product reviews and testimonials show visitors that other people have already purchased and are happy with their decision.

Product reviews have been shown to increase conversions. This is due to the fact that visitors trust other people and their opinions much more than your site. It provides reassurance to visitors who are on the fence about buying.

Ulta showcase their reviews right below the product title. In addition they use the 'Fan Fave' badge to help show social proof for the product.

Showing that your site is trustworthy also helps to mitigate fears. Often times all the visitor needs is some reassurance before they commit to adding the item to their cart. A small message or safety logo can increase their confidence moving them one step closer to buying.

When a visitor is considering purchasing online they want to trust that if there is a problem they will be able to get it resolved. **Clearly post your return policy**. Be specific with the conditions; for example do they have 30 days, can they return in stores, etc. If you don't have a return policy say so (and strongly consider implementing one).

Trust factors on Sur La Table's product detail page are located near the Add to Cart button helping to reduce fears and indecision.

More than 80% of consumers feel safer seeing logos of trustworthy payment options on a site
The Psychology of Online Checkout, GetElastic

Shipping Options

This is critical information that influences buying decisions. The cost of shipping has been identified as one of the main reasons visitors fail to purchase. There is also the question of whether or not the items will get delivered within the time window they expect.

Highlight Free Shipping options on the product detail page. Don't assume a single message about this is enough for people to remember.

Set Shipping Expectations

Communicating when an item is estimated to be delivered will do a lot to help answer the visitor's questions before getting into the checkout flow.

% **41% of online shoppers will abandon a checkout due to "sticker shock"**

The Psychology of Online Checkout, GetElastic

★★★☆ (90) ⌄ | Write a Review + | Ask & Answer (10) +

SPECIAL BUY **$549.00** / each
Was $799.00
Save $250.00 (31%)

Item qualifies for Special Buy pricing. Price above includes discount. While supplies last. +
Price Valid : 11/14/2013 - 12/04/2013

FREE Delivery & Haul Away ↗

Order online or in-store

✓ EARLIEST DELIVERY DATE: **11/21/2013**

My Delivery Location: 44256 (Change)

Quantity: 1

🛒 **ADD TO LIST**   **+ ADD TO CART**

Contact your local store for pricing and to place orders in the following state(s): AK,GU,HI,PR,VI

Your delivery date will not be secured until you select a

Home Depot correctly sets visitor's expectations by allowing them to enter their ZIP code to see the delivery date.

jewelry using a texturally rich melange of
, including leather, resin, pewter, and glass.
ast 10 years, Chagnon has been creating
collections for Cirque du Soleil boutiques
e world.

More from Anne-Marie Chagnon

ab is authorized to sell this product and
ell is authentic.

Shipping Info 🚚

Estimated Arrival   1 - 3 Days

Want it delivered Wednesday, November 20? Order it in the next 20 hrs and 16 mins, and choose **Fastest delivery** at checkout. (U.S. only)

Shipping Information   This item is in stock and ships immediately.

Return Policy   We will gladly accept returns for any reason within 30 days of receipt of delivery.

Availability   Ships to U.S., Australia and Canada

Fab sets expectations and reduces fear and anxiety by answering key questions a visitor likely has. Within this section it also highlights the return policy and where the product can be shipped.

Free shipping is almost expected when shopping online (Thanks Amazon) but if shipping charges are a must then it is important to be upfront with it and not try to hide the costs during the checkout flow. If the visitor is cost sensitive or doesn't see the value in paying for shipping there is no need to have them go through the process of checking out only to abandon that flow.

Ship to Store

In some cases allowing a product to be shipped to the store is a good alternative. Visitors like the fact that by going into the store they are able to touch, feel and see the product and then if necessary feel secure in the fact they can return or exchange the item right there.

Lowes clearly communicates its shipping options by having the visitor select their option from the product page.

Find in Store

When your visitor has an immediate need your product page should serve them as well. By offering a feature that allows them to find the product in their local store you serve the immediacy of the need without losing the sale due to shipping times.
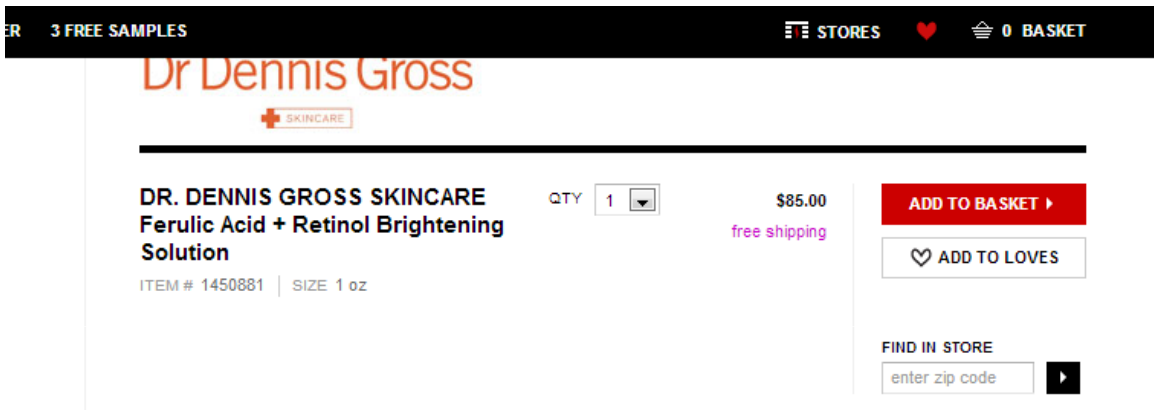
Sephora's product detail page helps visitors fulfill the immediacy of their need by allowing them to find the product in their local store.
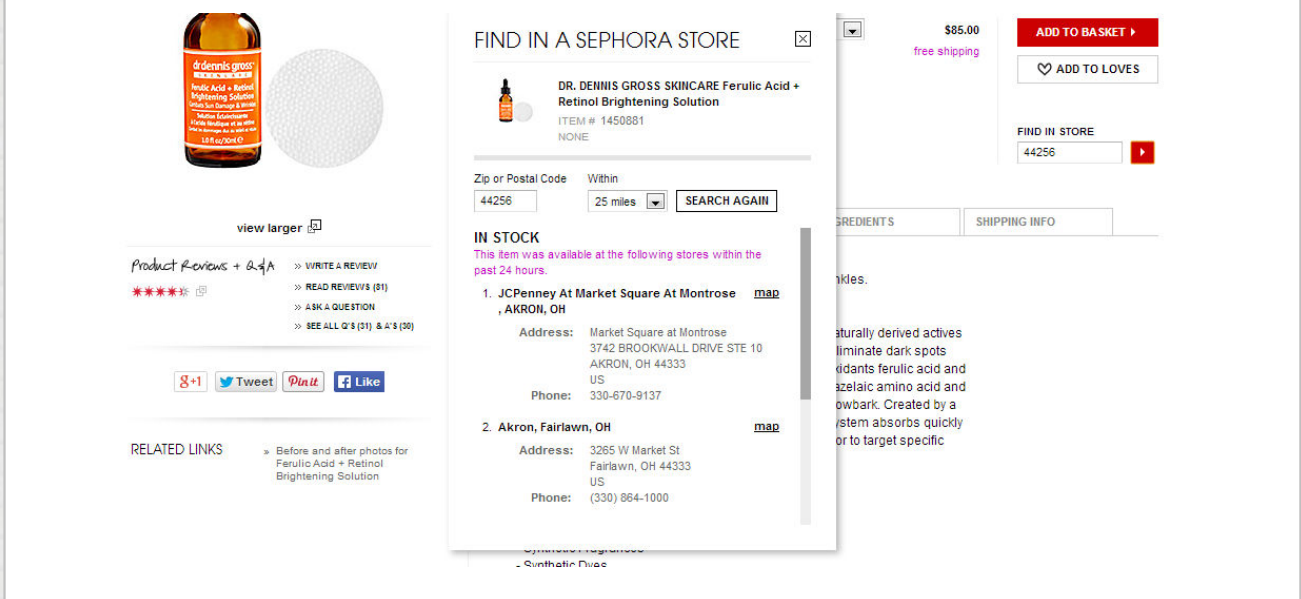
Sizing Information

For retailers that sell items such as clothes, shoes or jewelry providing information about sizes is very important. If a visitor isn't sure of their size it is a good idea to help them understand sizing before they are asked to select a size. By providing a guide visitors will better be able to choose the correct size the first time, minimizing returns rates.

size guide for women
size chart

inches | centimeters

lululemon size	bust	waist	hip	inseam		
				regular	standard	tall
2/XXS	30"	22.5"	33"	32"	34"	35"
4/XS	32"	24.5"	35"	32"	34"	35"
6/S	34"	26.5"	37"	32"	34"	35"
8/M	36"	28.5"	39"	32"	34"	35"
10/L	38"	30.5"	41"	32"	34"	35"
12/XL	40"	32.5"	43"	32"	34"	35"

Lululemon has a chart that shows which size is appropriate for the visitor's body dimensions.

bust – Start by placing a measuring tape around the largest part of your bust. The tape should be flat but not too snug. For sports bra measurements, please visit our bra chart.

waist – Your natural waist lies between your bottom ribs and hip bones. To measure, breathe deeply, relax your stomach and lie the tape measure flat around your waist, allowing for a ¼ inch of slack.

hip – To achieve the most accurate hip measurement, find the widest point of your hips and place the measuring tape around. The hip bone often isn't the widest point - it's one to two inches lower, where your butt is at its fullest.

inseam – Friends are helpful for this one. Stand with your feet about shoulder-width apart in running shoes. Measure from the very top of your inner leg to the bottom of your inner ankle; repeat this process on your left leg and average out to achieve your most accurate inseam length. You may want to err on the longer-side - short pants aren't as cool as they sound.

Lululemon also has a diagram that shows how and where the visitor should measure in order to get an accurate size.

Include the sizing information as near as possible to the size options. This helps the visitor locate this type of information.

Selecting a size should not be the barrier to the sale.

Emotional Triggers

Help nudge visitors closer to action by adding in emotional triggers to your product detail page. These triggers are powerful and when used properly will provide a boost to your conversion rates. These triggers can include scarcity, social proof, fear and reciprocity.

Zappos adds a scarcity to its product page by indicating the limited number of products in stock.

Similar Products

You have the opportunity while the visitor is on your product page to suggest a product that compliments the current product they are looking at or suggest items that may also be considered. Done correctly **offering similar products will increase the average order value**. However, done incorrectly offering alternative products can be a distraction causing visitors to leave without making any purchase.

In effort to increase average order value you may think about adding these elements higher on the page. Don't. Offering alternatives needs to be placed lower than the rest of product information.

Showing similar products can be done in various ways.

Bought Together or People Also Bought: Made famous by Amazon, these crowd sourced recommendations show visitors products that were bought at the same time as the product they are currently looking at.

Frequently Bought Together

Amazon simply shows the item the visitor is looking at plus one or two additional products that have been purchased together in the past.

Closely Related: Items that aren't required for the product to work but can enhance its function. Fashion retailers offer additional pieces that can "complete the look" making it easier for someone to purchase a complete outfit.

Mr. Porter has a section below that suggests products that can be together.

Additional Items Needed: Products that are needed to ensure the main product functions; for example, additional cables for electronics or batteries for children's toys.

Related Products

Nerf Vortex Sonic Praxis Blaster	Nerf Sports Fireball Fire Frames - Green	Nerf N-Strike Elite Tactical Vest	Nerf Vortex Refills	Nerf N-Strike Elite 75 Dart Refill
$37.99	$9.99	$29.99	$6.99	$18.74
☐ SELECT	☐ This item is temporarily unavailable	☐ SELECT	☐ SELECT	☐ SELECT
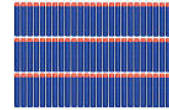
Add Selected to Cart

Toys R Us shows additional items that will work well together and make the product work better.

You May Also Need

Light Bulb, Round

Please Select:

Clear   Frosted

View Details

$15

• Free Shipping

QTY

ADD TO CART ❯   ADD TO WISHLIST

West Elm offers light bulbs to accompany a light purchase. This makes it easier for visitors to purchase everything they need at one time. This technique also helps increase the average cart value.

How Do You Rate

In order to improve your product pages you first have to understand what elements need to be improved. Use this checklist to identify the areas you should look to improve first.

Product Page Checklist

Page	Date
URL	

Description	Yes | No
Pricing is clearly distinguishable from the rest of the product content.	Yes | No
Make sure you place strong visual calls to action where they will be most beneficial (near the product)	Yes | No
Each product has a unique description, even among similar products	Yes | No
Product shows whether it is in stock, out of stock, or nearly out of stock.	Yes | No
Products have alternate image views larger, different angles, etc.	Yes | No
Shoppers can easily zoom photos to see product details.	Yes | No
Products are shown in comparison to something else or being used to help communicate value	Yes | No
Ratings and reviews are present to convey trust and convert shoppers.	Yes | No
Shoppers understand your products by seeing them in action	Yes | No

The Fixes

Now that you have a better understand of what a product page is it is important to begin to correct any issues. Summarized below are fixes that will help you to get your product page performing.

1 **Images**

Include at least one **high quality image** showing the product.

2 **Title**

Change your titles to **describe the product** and indicate that visitors are in the right spot.

3 **Price**

Locate the price near the CTA and clearly show and discounts or special savings.

4 **Add to Cart Button (CTA)**

Design the CTA to stand out and visitors understand the next step to complete their purchase.

5 **Product Description**

Write the description to **communicate the key features, benefits and any specifications** needed to make a purchase decision.

6 **Shipping Options**

Show this cost, and **highlight any shipping promotions**, on the detail page to set expectations.

7 **Product Demo Videos**

Add video to **show off a product** and increase buyer confidence.

8 **Sizing Information**

Make sure you **have sizing information available**. Place it as near as possible to where the visitor selects their options.

9 **Increase Trust Factors**

Highlight your return policy to reduce fears. **Show product reviews and testimonials** to other peoples satisfaction.

10 Show Similar Products

Use **similar products to increase the order value** by showing closely related items. Be careful not to cause a distraction.

11 Use Emotional Triggers

Nudge your visitors closer to action by using triggers like scarcity. Try showing low quantities or limited time offers.

About

Strategy & Design Co. is a small (tiny to be more precise), strategic, usabilty testing and user experience studio. Strategy & Design Co. is dedicated to developing strong creative solutions to solve your business problems.

Call to find out more 330.648.3276. Or, you can email craig@strategyanddesign.co.

About the Author

Craig Kistler (@smallfarmdesign) is a user experience professional who has been designing digital experiences for over fifteen years. He has led user experience teams at companies Progressive Insurance, American Greetings, and Sterling Jewelers. He specializes in interactive strategy, user experience design, information architecture, interaction design, usability, user research and design.

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