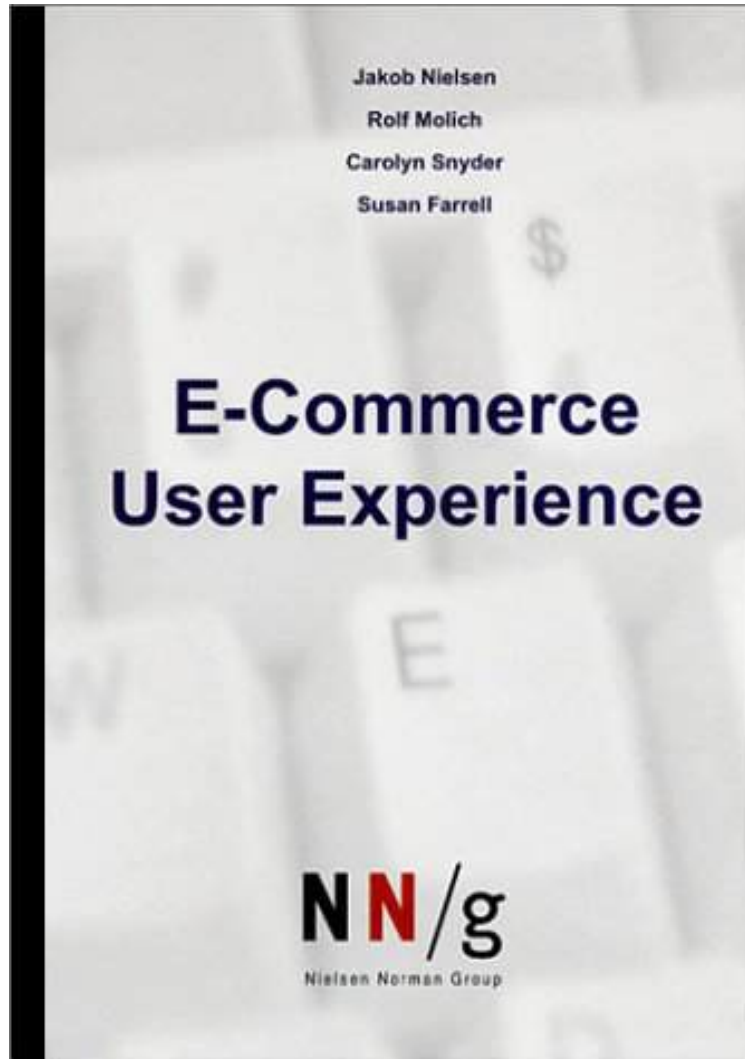


# E-Commerce User Experience

*By Jakob Nielsen*



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version It has a lot of research data which is good However since the research dates back to early 2000s some of it is common knowledge Overall the book is good for people who are starting out in ecommerce Helps in making users aware of different aspects of e commerce 0 of 1 207 design guidelines to improve the usability and thus the conversion rate for e commerce sites Richly illustrated with 221 color screenshots of designs that worked particularly well or that caused problems for shoppers All the design guidelines are based on findings from detailed usability studies of twenty e commerce sites with real users in the United States and Europe showing what they did as they shopped on real e commerce sites Covers the following t About the Author Jakob Nielsen Ph D is principal of Nielsen Norman Group He is the founder of the discount usability engineering movement which emphasizes fast and efficient methods for improving the quality of user interfaces Nielsen noted as the world

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