5X4Z0007_2223_9P Principles of E-Commerce

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Product, Service or Offering (PSO)

Hilti stands for quality, innovation and direct customer relationships. Operating in more than 120 countries, Hilti strives to make work on construction sites simpler, faster and safer while inspiring customers every single day with products, system solutions, software and services.

█████ % of visitors to **www.hilti.co.uk** access the website using a mobile device. Despite device usage of the audience being evenly split, mobile commerce accounts for only ████ % of revenue generated year to date **(Appendix 1)**. Hilti's mobile e-commerce conversion rate is ████ % which is considerably lower than the UK average of 3.5% (Coppola, 2022:online). The scope of this proposal focuses on the Hilti m-commerce experience, with a view to helping mitigate the financial risk to Hilti of not converting more of the '63% of UK buyers who shop via smartphone', (Coppola, 2022:online).

The chosen PSO is a the m-commerce journey when purchasing a TE 6-22 drill, on the latest Nuron cordless platform, from the Lichtenstein headquartered power tool manufacturer.

Payment systems
Providing customers with a variety of payment methods creates a flexible user experience (Kaley, 2018) and this e-commerce proposal uses the following solutions:

- **Credit / debit card:** "95% of B2B customers expect credit card options to be available for business purchases online" (Allen, 2021).
- **PayPal:** According to EcommerceGuide.com, the second most popular e-commerce payment method in the UK behind Visa card payments (Ecommerce Guide, 2020).
- **Apple Pay / Google Pay:** To support m-commerce, and the estimation that "over 1.31 billion customers worldwide will be using a mobile payment app by 2023" (PipeCandy, 2022).

Security
Even with a reduction in the number of consumers 'very concerned' about how their data is used (24% in 2020 as opposed to 47% in 2018) (Deloitte, 2020), it is still important to ensure additional security measures are in place to reduce the risk of data breaches (Chaffey, Hemphill and Edmundson-Bird, 2019).

- HTTPS protocol is used to prevent hackers from intercepting the website and the corresponding lock icon will be visible in the browser address bar, helping to reassure customers that **https://www.hilti.co.uk/** is safe and secure (Lofgren, 2019).
- To protect Hilti's customers, payment gateway providers such as the ones selected, use advanced security measures to ensure the security of online transactions, such as encryption and fraud detection systems (Finance Magnates, 2023).
- Hilti's privacy / cookie policy can be found in the links within the site footer, allowing visitors to understand how Hilti handles their email address and other data (ICO, 2021).

Fulfilment
Hilti will adopt the self-fulfilment model allowing them complete control of the process whilst also helping reduce shipping costs (Lopienski, 2019).

- COLLECT: There are many benefits for the customer, one of the main ones being convenience, is leading to a rise in click and collect orders, with a prediction that it will account for almost 11% of UK online retail sales by 2025 (Gilliland, 2022). The benefits are clear for Hilti also as "over eight in ten shoppers buy additional items in-store when using Click & Collect" (Barclaycard, 2019).
- DELIVER option: Hilti would manage the process from their Manchester-based warehouse.
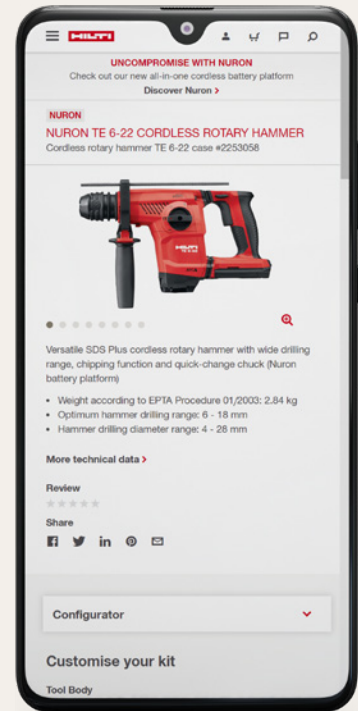
TASK 2:
CREATE AN EXAMPLE DUMMY ASSET

Hilti has an existing E-Commerce site built on the Adobe Experience Manager (AEM) platform so the mock-up will be demonstrated using Adobe XD.

Scan the QR code above or visit https://hilti.to/poec to access the mock-up on your mobile device.
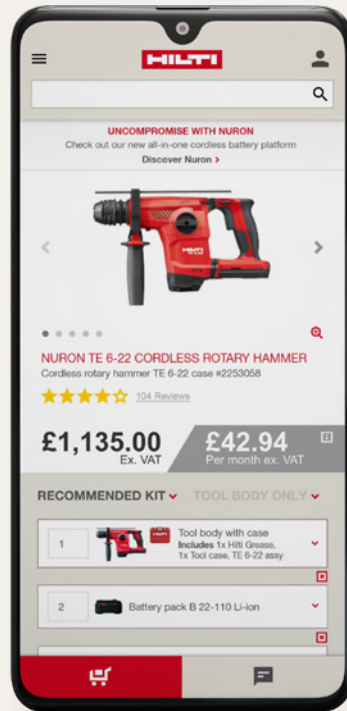
REDESIGN ^　　　**CURRENT ^**

User journey to follow

1. **Use the product carousel**
   You're unsure if the product can be used for drilling holes on the ceiling near pipework

2. **You need just the tool itself**
   Add a TOOL BODY ONLY version of the TE 6-22 Cordless rotary hammer to your trolley

3. **Check your trolley**
   Make sure you've got the £581.00 version of the product and CHECKOUT

4. **Choose your collection location**
   Find your nearest Hilti Store using GPS location and choose to COLLECT FROM HERE

5. **Fill in your details**
   Drop your collection details in and click SAVE & CONTINUE

6. **Pay by credit card**
   Input your card details and billing details and click REVIEW YOUR ORDER

7. **Review your order**
   Check your details and click PLACE MY ORDER

Overall design

Responsive design
█% of users access www.hilti.co.uk from a mobile device **(Appendix 1)**, the proposed concept was designed with a mobile-first focus. This prioritisation is aligned with the estimation that m-commerce will account for **"**43.4% of total retail e-commerce sales in 2023" (Insider Intelligence, 2023).

Simplified user interface
Using recognisable icons is a tactic to increase clarity and simplify the UI. Hick's Law (Hick & Hyman, 1952) suggests that by decreasing the cognitive load placed on users, Hilti will sell more products. By using recognisable iconography, such as the as the cart icon, Hilti can reduce clutter but also avoid confusion of "redefining the meaning of universal icons (Babich, 2022).

Some of the key areas for interaction, such as the cart and the contact function have been moved to the bottom of the layout, aligned with research suggesting that "49% of the time we use our right thumb to interact with our handheld devices" (Karov, 2018). The simplification of the main navigation focused buttons allows more space around them, much closer to industry recommended touch target of 48 x 48 px (Google, n.d.), than the current mobile site.

Contact Hilti functionality is highly important as "being approachable and easy to talk to is a simple way of building trust" (Chambers, 2022: online) and has been moved, making it easier to find. Now within thumbs reach, it should build trust and help Hilti convert more even if things go wrong, as 50% of consumers will abandon cart if their questions cannot be answered quickly and conveniently (Campaign Monitor, no date). Having a live chat function will help Hilti generate more sales as "site users who use web chat are 2.8x more likely to convert" (Leggett, 2018).

Strong branding
The Hilti logo has been enlarged from its current size and moved centrally, a logic that is backed up by a brand evaluation carried out by Interbrand (2021) stating that, 31% of their customers' purchase decisions are driven by their perception of Hilti as a brand. This decision is reinforced by the thinking that "corporate identity logos create recall and recognition, allowing the user to quickly identify with the brand" (Baines, Fill, Rosengren and Antonetti, 2019).

Prominent search bar
Another big change proposed, is the relocation of the search bar. Previously hidden behind a click, it is now "where people are accustomed to looking for it" (BigCommerce, 2022). It's further augmented with the recognisable magnifying glass icon. With such a high number of mobile users accessing the site, smart auto-complete suggestions could be utilised to help reduce the amount of typing required.

Product page

Layout update
Whereas 'no single design will satisfy everyone, (Norman, 2004:39), there are changes that Hilti can implement, bringing the UX closer to what is familiar to users of e-commerce. Jakob's Law (Nielsen, n.d.) reinforces this when stating, 'by leveraging existing mental models, we can create superior user experiences in which the users can focus on their tasks rather than on learning new models'. The simplification of the overall product page layout, enables users to 'focus on what they're doing' (Colbourne, 2017:ch 5), leading to higher on-page conversion rates.

Once a customer has made their purchasing choice, once they click the 'Add to Trolley' button they are met with visual feedback that the action was completed successfully, with the trolley icon (bottom left) changing colour and an item added to the icon.

Redesigned product carousel
Primarily appealing on a behavioural level, this recommendation adheres to the thinking that 'appearance should match its usage' (Norman, 2004:44). The selection of images and video has been carefully considered, as "86% of people believe that images are more important than text" (Smart Insights, 2019) when it comes to buying online.

Customer reviews
"93% of consumers say that online reviews influenced their purchase decisions" (Kaemingk, 2020). By visually referencing trust markers in the form of online reviews, Hilti can expect an increase in conversions through social proof; 'when they are uncertain, people will look to the actions and behaviours of others to determine their own' (Cialdini, 1984).

Trolley page

Product details
All important details about the product chosen, including a small image, are shown as this is the stage which where a customer makes their final purchase decision (Koladzyn, 2017).

Easily editable
Users can adjust the quantity of the product added to their trolley or remove items from there altogether. This is expected by users who have made a mistake when selecting their Hilti products (Isherwood, 2019).

Prominent CTA
The 'Checkout securely' button is prominent, large and is consistent with the rest of the site in terms of colour choice. The main purpose of the cart page is to move the shopper to the purchase stage so the CTA must be clear (Convertica, 2019). A lock symbol has been added to reference how secure the next steps of the process are.

Checkout process

Options for collection / delivery
With over "90% of consumers choosing a retailer based on convenience" (Worthington, 2022), offering Hilti customers options for receiving their purchases should lead to higher conversions. By having the collect option first Hilti could see an increase in footfall to their stores, with the benefit of being able to up-sell products.

Norton security logo
Including a recognisable logo in the top right gives customers confidence in the security of the site, confirmed as important with "76% of respondents saying trust seals affected their sense of trust" (Yieldify, 2022).

No login required (guest checkout)
"28% of consumers claim they abandon an online purchase because they are forced to create an account" (Baymard Institute, 2020). This statistic is being highlighted further in the form of a guest checkout trial **(Appendix 2)**, which is generating revenue from mobile devices, a previously low-performing platform for Hilti.

Single page checkout
Once a delivery method has been decided, a customer can complete their transaction on a single page. Stripe Inc. recommend that providing progress indicators in checkout flow aids conversion which is why the process is broken into sections and held on a single page.

Range of payment options
Hilti should be offering multiple payment options to mitigate the research suggesting that "up to 16% of shoppers abandoned their carts when their preferred payment method was unavailable (Stripe, 2023).

Order confirmation
By giving the customer on-site confirmation of what they've ordered it allows them to rectify any last minute errors, saving them and Hilti money. According to a study, "Fixing Failed Deliveries study, when addresses are inaccurate or incomplete, 41% of deliveries are delayed and 39% simply fail" (Berenika, 2022).

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