

Wolt

Haku



Espoo

Esittelyssä

Kotiinkuljetus

Heippa! 🖐️

Asiakaspalvelumme aukeaa taas klo 08:00. 👍 Jos et ole vielä saanut vastausta viestiisi, palaamme sinulle mahdollisimman ripeästi aamulla.

Terkuin,  
Wolt-tiimi



Proposal: Call to action text for search field placeholder.

KPIs for A/B testing: Time till first search, searches per visit, conversions from search (orders)

Wolt

Hae ravintola tai kauppa



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Basis:

As per the recommendations of this UX Planet article “Designing the Perfect Search Box” (Nick Babich 2017), the Wolt search field is prominently displayed and has the commonly recognized magnifying glass. The suggest search is also highly functional and it seems to be that it is specifically restaurants the comprise the results. <https://uxplanet.org/design-a-perfect-search-box-b6baaf9599c>

For this reason, it would be good to consider point 9 of the article, that the placeholder text give some hint about what kind of results to expect, without overloading the user with too much information. For this reason I suggest “Search restaurants”, “Hae ravintolat” in Finnish. As the product offering grows, as I hear you can now order from Clas Ohlson, some more general terms can be added, e.g. “stores”.