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5 UX mistakes, killing your online store

and How to Fix Them



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You can have the best products in the world, but if your users struggle to browse, compare, or buy — your store loses sales.

As a frontend developer specializing in e-commerce experiences, I've identified five common UX mistakes that silently kill conversions. Here's how to fix them.

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MISTAKE #1:

Cluttered Product Layout Problem

Overwhelming users with too many elements, inconsistent spacing, or non-intuitive navigation.

Fix:

- **Use whitespace strategically.**
- **Limit visible product options per row.**
- **Ensure product images are consistent in ratio.**
- **Test readability on mobile first.**

Tech Tip: Use a grid system (e.g. CSS Grid or Tailwind's responsive utilities) to ensure visual balance.

Portfolio

MISTAKE #2:

Slow Page Load Times

Problem:

Fix:

- **Optimize images (WebP, lazy loading).**
- **Use code splitting and caching.**
- **Minify JS/CSS.**

Tech Tip: Use Lighthouse or Sentry performance monitoring to track page speed.

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MISTAKE #3:

Confusing Checkout Process

Problem:

Users abandon carts when checkout feels long or complicated.

Fix:

- Keep checkout to 1–2 steps max.
- Offer guest checkout.
- Show progress indicators.

Tech Tip: Reuse your React components with clear validation and immediate feedback.

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MISTAKE #4:

Poor Mobile Optimization

Problem:

Fix:

- **Use responsive layouts and test across screen sizes.**
- **Make touch targets large enough.**
- **Prioritize vertical scrolling over horizontal swiping.**

Tech Tip: TailwindCSS makes mobile-first design frictionless — start with sm:, md:, lg: breakpoints.

MISTAKE #5:

Ignoring Visual Hierarchy & CTA Design

Problem:

Users don't know what to click — or worse, don't notice your “Add to Cart.”

Fix:

- Use consistent color contrast between background and CTA buttons.
- Keep primary actions visually dominant (your accent color).

Tech Tip: Use your brand palette for emotional consistency between light/dark themes.

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Every pixel on your e-commerce site should guide users toward a simple, enjoyable purchase experience.

Want a store that converts better and looks amazing on every device? Let's work together.

Ready to optimize your online store?

👉 Connect with me at LinkedIn to discuss how I can help redesign your store for better UX and conversions.