User Experience is hampered in the following cases:

(w.r.t. ecommerce app)

**Out of stock items in listing:**

When a user searches for their desired item on an ecommerce app, thinks they have found what they were looking for in the list of results and clicks on the item, only to find out that the item is out of stock.

This is quite frustrating and a waste of time for the user. It damages the brand image and the user may seek out other apps and websites.

Therefore having out of stock items mixed in the products list hinders the user’s experience.

**Hidden prices:**

On the recommendations page or in the product listing, if the price of the item isn’t mentioned along with its basic details then it is quite frustrating for the user if they have to open the product details to find out the cost, especially if the page refreshes when they go back to the previous page.

**Poor product description:**

If the product description doesn’t contain sufficient and accurate information, the user may hesitate to buy the product without knowing all the details.

Poor description and tags may also lead to inaccurate search results when the user tries to look for an item using the search bar. This hampers the user’s experience.