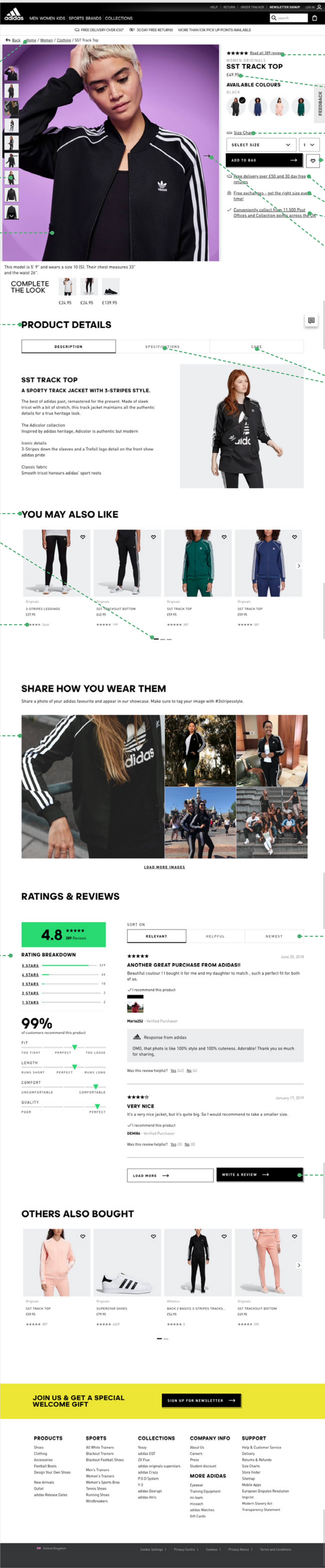


Adidas



Product rating & link to product reviews

Price directly under product title

Size chart near CTA

Button to add to "liked items"

Delivery, returns, exchanges & collection all displayed directly under CTA

Carousel arrows

Spec and Care hidden behind tabs

Link to write a review on page

Sort reviews by relevance, helpfulness & newness

Breadcrumb displayed above image gallery

All thumbnails displayed visibly

Opens in lightbox on single click, then zoom in and out of lightbox on single click

» Clear product details header
» no product details in header except for selection options

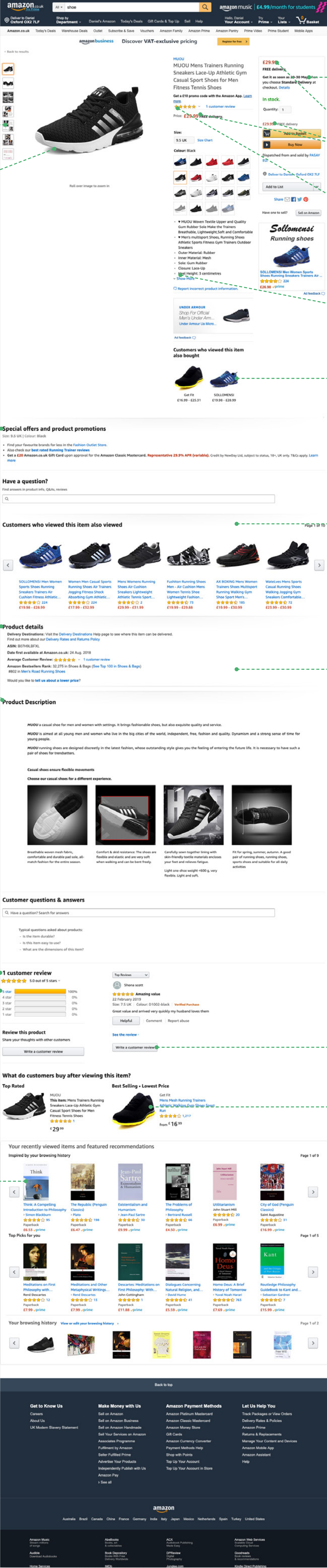
Cross-selling section with pagination for more content

Products always have a star rating

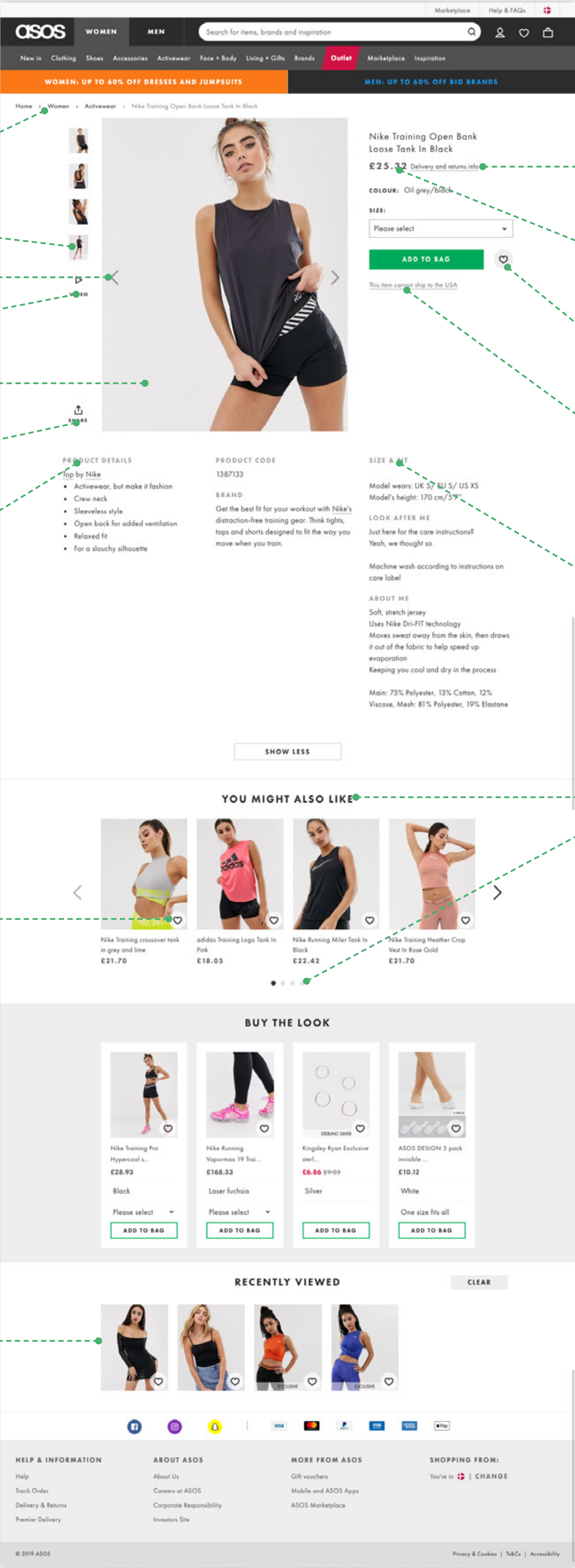
Displaying customer's social media images for inspiration & engagement

Filter reviews by stars

Amazon



asos



Breadcrumb displayed above image gallery

All thumbnails displayed, not hidden from sight

Use of carousel arrows

Video link separate from image thumbnails

Zoom on single click with 2 levels of zoom

Share on social media

No product details in header except for selection options

Like buttons on each product

Recently viewed with option to clear

Link to delivery & returns information next to price

Price directly below product title

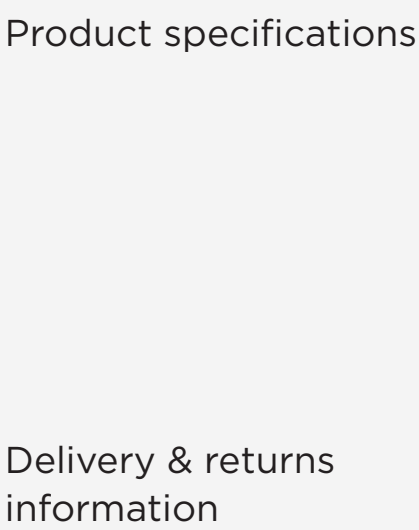
Button to add to “liked items”

Shipping restrictions

Product specifications visible – no tabs, just read more button

Cross-selling section with pagination for more content

Cross-selling

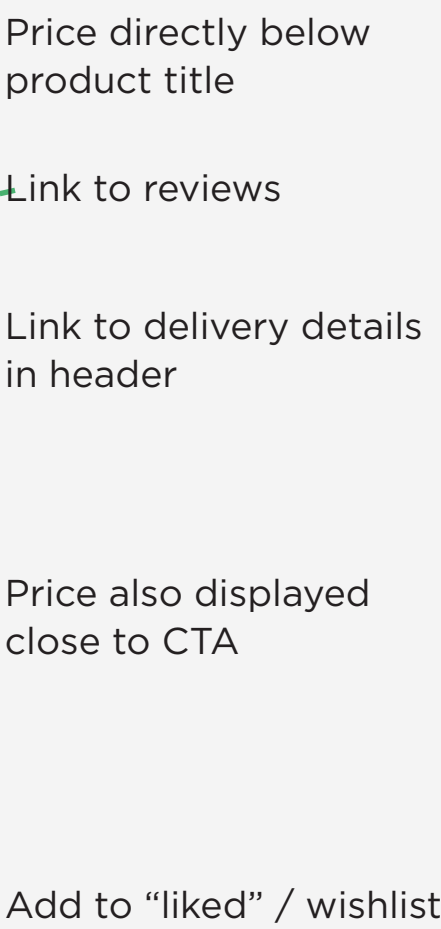


Breadcrumb displayed
above image gallery

Use of carousel arrows

Double click to zoom,
click and hold to move

Thumbs are hidden
when there are more
than six



Cross-selling directly below header and above product details section

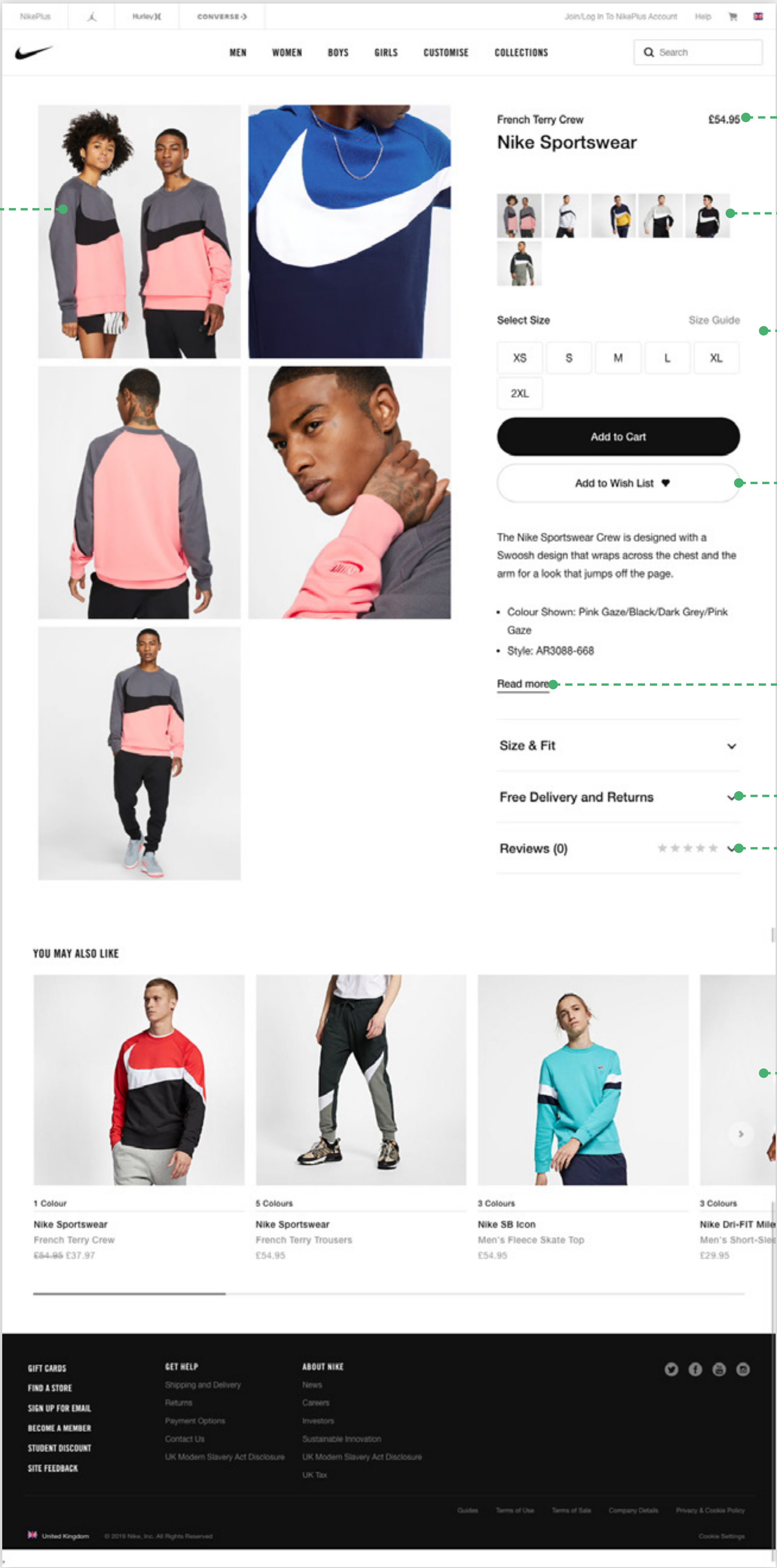
Product details below
cross-selling section

Hidden product reviews

Use of recently viewed items

Nike

- » All images displayed visibly
- » No use of traditional carousel gallery
- » Opens in full-screen, vertically scrollable lightbox on single click
- » No zoom function in lightbox



Price displayed top right

Thumbnails for colour options

This whole section is sticky, so scrolls and remains in view

Button to add to “liked items” /wish list

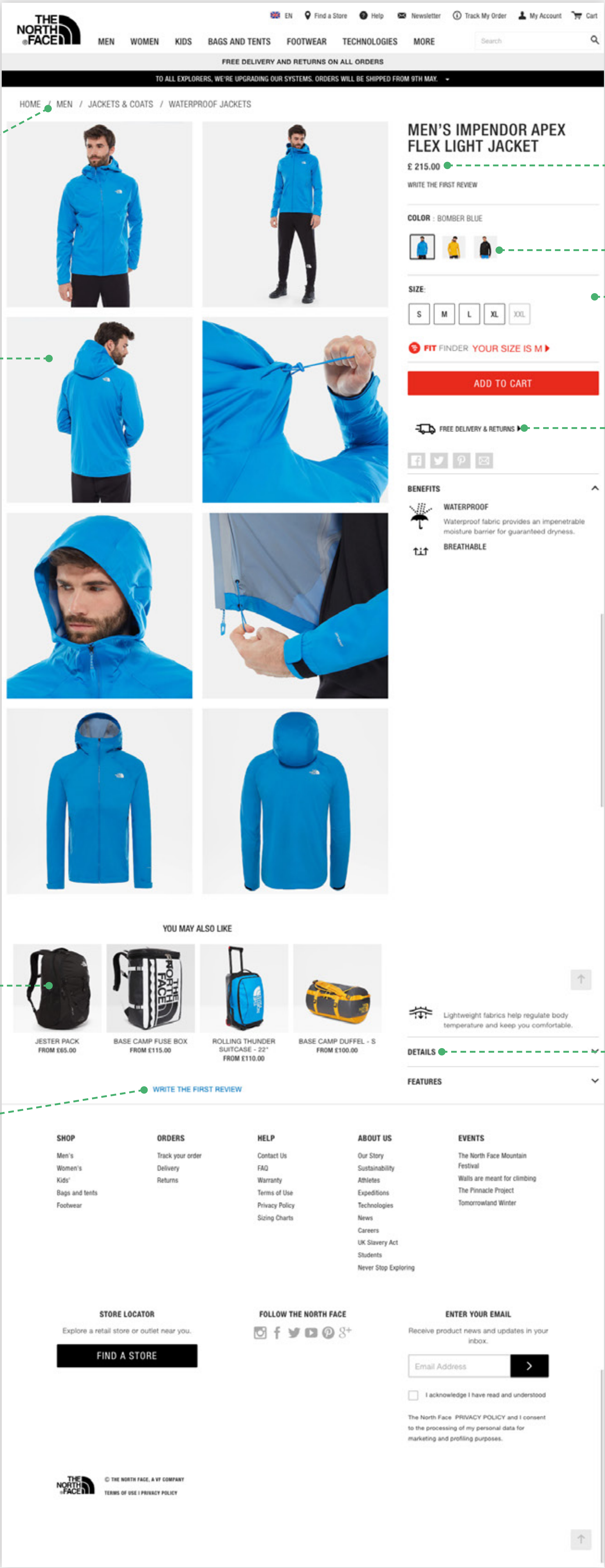
All product details are in sticky header with “read more” button

Delivery and returns in dropdown menu

Product reviews hidden in accordeon dropdown

- » Cross-selling is the only other section on the page
- » Uses horrizontal scroll section with pagination

North Face



Breadcrumb displayed above image gallery

- » No lightbox
- » Zoom is displayed on hover and adjusts as user moves around
- » No click events

Cross-selling is the only other section on the page

Product reviews listed here when submitted

Price directly below product title

Thumbnails for colour options

This whole section is sticky, so scrolls and remains in view

Link to delivery and returns in header

All product details are in sticky header

Photobook UK

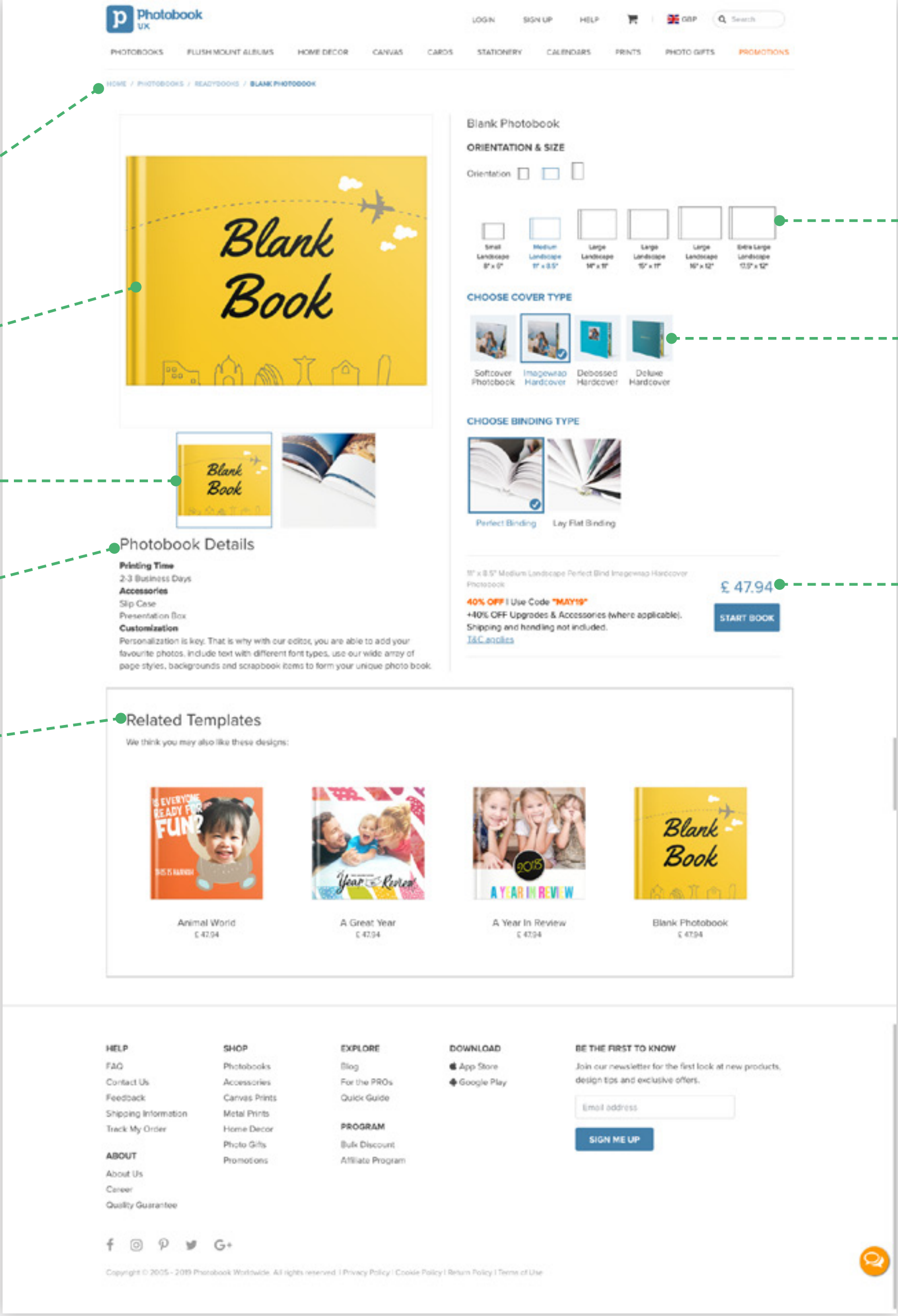
Breadcrumb displayed above image gallery

- » Opens in lighbox on single click
- » No zoom function in lighbox

All thumbnails displayed visibly

Product details displayed directly below thumbnails

Cross-selling is the only other section on the page



Use of icons of orientation

Use of thumbnails for more detailed product options

Price displayed next to CTA

Photobox

Breadcrumb displayed above image gallery

Product details displayed below header area

Delivery details below product details

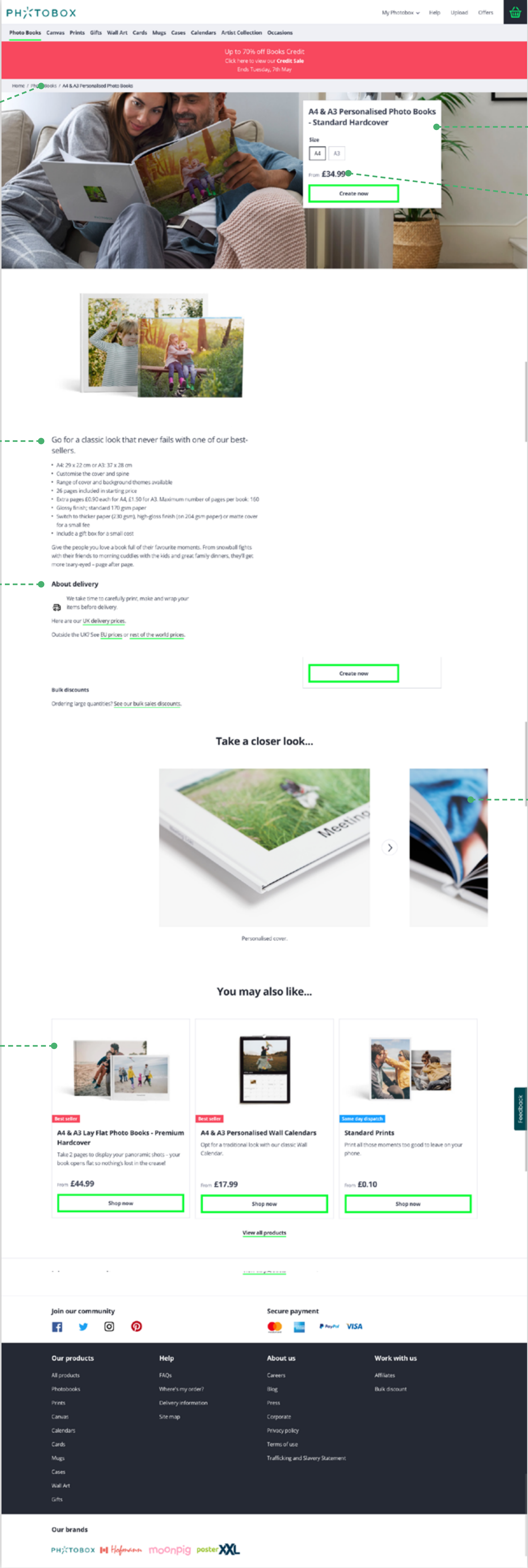
No returns policy

Cross selling section at bottom of page

sticky header box, so scrolls and remains in view

Price next to CTA

Image gallery further down page



	Adidas	Amazon	ASOS	Etsy	John Lewis	Nike	North Face	Pb UK	Photobox
Gallery									
Use of thumbnails	✓	✓	✓	✓	✓	✗	✗	✓	✗
Use of carousel arrows	✓	✗	✓	✓	✓	✗	✗	✗	✗
All gallery thumbnails in view	✓	✓	✓	✓	✗	N/A	N/A	✓	N/A
Images open in lightbox	✓	✗	✗	✓	✗	✓	✓	✓	✗
Zoom on click	✓	✗	✓	✗	✓	✗	✗	✗	✗
Zoom on hover	✗	✓	✗	✗	✗	✗	✓	✗	✗
Click and hold to drag	✗	✗	✓	✗	✓	✗	✗	✗	✗
Thumbnails on mobile	✓	✗	✗	✗	✗	✗	✓	✓	✗
Expanded imagery	✗	✗	✗	✗	✗	✓	✓	✗	✗
Header									
Sticky header	✗	✗	✗	✗	✗	✓	✓	✗	✓
Price next to product title	✓	✓	✓	✓	✓	✓	✓	✗	✗
Price next to button	✗	✗	✗	✗	✓	✗	✗	✓	✓
Use of stars in header	✓	✓	✗	✓	✓	✓	✓	✗	✗
Reviews (or link) in header	✓	✓	✗	✓	✓	✓	✓	✗	✗
Delivery details (or link) in header	✓	✗	✓	✓	✓	✓	✓	✗	✗
Returns details (or link) in header	✓	✗	✓	✓	✗	✓	✓	✗	✗
Pruduct details in header	✗	✓	✗	✓	✓	✓	✓	✗	✗
Like / wishlist button	✓	✓	✓	✗	✓	✓	✗	✗	✗
Thumbnails for intricate options	✓	✓	✗	✗	✗	✓	✓	✓	✗
Page Content									
Tabs or similar	✓	✗	✗	✗	✓	✓	✓	✗	✗
Customer images	✓	✗	✗	✓	✗	✗	✗	✗	✗
Product reviews	✓	✓	✗	✓	✓	✓	✓	✗	✗
Blogs	✗	✗	✗	✗	✗	✗	✗	✗	✗
Extra content blocks	✗	✓	✗	✗	✗	✗	✗	✗	✗
Multiple cross-selling	✓	✓	✓	✓	✓	✗	✗	✗	✗
FAQs	✗	✗	✗	✓	✗	✗	✗	✗	✗

Adopt this principle		Priority
Gallery		
Use of thumbnails	6/9	high
Use of carousel arrows	4/9	medium
All gallery thumbnails in view	5/9	high
Images open in lightbox	5/9	high
Zoom on click	3/9	medium
Zoom on hover	2/9	low
Click and hold to drag	2/9	low
Thumbnails on mobile	3/9	medium
Expanded imagery	2/9	low
Header		
Sticky header	3/9	medium
Price next to product title	7/9	n/a for us
Price next to button	3/9	high for us
Use of stars in header	6/9	high
Reviews (or link) in header	6/9	high
Delivery details (or link) in header	6/9	high
Returns details (or link) in header	5/9	high
Pruduct details in header	5/9	high
Like / wishlist button	5/9	high
Thumbnails for intricate options	5/9	high
Page Content		
Tabs or similar	4/9	medium
Customer images	2/9	low
Product reviews	6/9	high
Blogs	0/9	very low
Extra content blocks	1/9	low
Multiple cross-selling	5/9	high
FAQs	1/9	low

5-6 = high
3-4 = medium
1-2 = low
0 = very low