

Summary

What we found: infinite scrolling is **breaking the “back” functionality**. It is also not commonly used on e-commerce sites and is a hindrance for task oriented users.

What we’ve concluded: infinite scroll has **many negative effects** that disturb the user experience.

What we should do: **remove infinite scroll and go back to pagination**, presenting only two possibilities for the number of items per page.

What are the benefits: This will fix the issue with the “back” button and will resolve an SEO issue. Currently, Google bot isn’t able to crawl the products page.

To infinite scroll or not to infinitely scroll? That is the question.

Nielsen Norman Group (NNG) is a UX research and consulting firm that publishes many of their findings for design of websites and applications. They’ve researched the question and the different considerations to take into account.

From going over articles they published, our recommendation is to use pagination.

Moving forward we should:

1. Remove infinite scroll and use pagination instead
2. Provide pagination options for users with one of the following:
 - 3 options: a base minimum, a large increment and a “View All” (e.g. 24, 120, View All)
 - 2 options: a base minimum and a “View All” option

Notable findings:

- **Etsy** spent months developing and testing infinite scroll only to **revert back to pagination**. They found that the feature had a negative impact on engagement with fewer clicks, fewer favorited items and users stopped using search.
- Infinite scrolling is **the wrong choice for** websites that support **goal-oriented tasks**, e.g. I am looking for {a specific clothing item}.
- **Users have difficulty navigating** pages with infinite scroll. They lose a sense of where they are and where to locate previously seen content.

References

- [Infinite Scrolling Is Not for Every Website](#) - by NNG - 4 minute read
- [Users' Pagination Preferences and "View All"](#) - by NNG - 5 minute read
- [Why did infinite scroll fail at Etsy?](#) - by Dan Nguyen - 6 minute read