Usability Guidelines

References:
https://baymard.com/research/ecommerce-product-lists
https://baymard.com/research/homepage-and-category-usability
E-Commerce Checkout 2012

List View

Recommendation	Research
Comparisons should emphasize cost, category, description	Reduce buyer research time, enable seeing through both cost and utility lens

Hide details to ease comparison, but make easy for user to disclose it:
    Show details
    Link to vendor detail page if possible
	Reduce buyer research time

Use responsive upscaling to show more when screen real estate available, fewer details when less available	Baymard
Use list view instead of grid view. Products aren't primarily visual, more important to enable product attribute comparison in list.	Baymard, product types are primarily non visual, reduce buyer research time
Show total # items in currently displayed list	Baymard
Pagination: use 'load more'	Baymard
Should be consistency between item in list and detail view	Baymard
Include product brand logo	Baymard, item brand may be important to end-user
Product specs should be separate from title	Baymard, reduce buyer research time
Always have thumbnails	Baymard
Avoid repetitive list item elements (like labels repeated in every item)	Baymard

Home Page

Recommendation	Research
manifest the breadth of the product catalog on the homepage - hardware, software, services	baymard
Search field should be immediately obvious on home page	baymard
Use categories mutually exclusive (hardware, software, laptops, desktops), filters for product attributes	baymard
Avoid relying solely on thematic categories (eg 'power users'). include both thematic and category navigation as options.	baymard
Main nav categories should be first level of product categories (eg instead of 'hardware', list 'laptops, desktops, mobile').	baymard
Include thematic categories in category nav (also...have unque category thumbnails)	baymard
Consider using visual anchors for category nav	baymard
Highlight current scope of main navigation	baymard
Assist selection of a well-defined scope (should be easy for user to quickly find their desired scope (a literal or thematic category)	baymard
Include categories and important subcategories on home page	baymard