Filter Component – Research

Filters are heavily used in any e-commerce website or an app. If a website contains a large number of products, usage of filters will increase the user experience of the website. The simplest addition of filters can increase website conversion by 26% (as per econsultancy.com).

According to "Nielsen Norman Group" - "***Filters analyse a set of objects and eliminate any that do not match the selected criteria***."

Product filters must be used in order to increase the amount of relevance results.

📖 Best Practices

1. The **"No filter"** state - It is a good approach to show user the data instead of directly providing user with predefined filter options.
2. Avoid using **Horizontal filters** - If the filter category is having a larger set of categories we should avoid Horizontal filters, since we cannot accommodate all the required sorting options into the horizontal space above the products. We can have a Horizontal filter if the filter options are less in number.
3. Choose the **Best Way** to present your filters - The most e-commerce websites display filters in the following 3 ways -
   1. **Show All** filters options at once
   2. Adding Scroll features in each filter category, or even having a Collapsible **Panel** (how we are doing in **MyTech**) for each of them works as well.
   3. **View More** or **View All** hyperlink to display the rest of the filter options within each filter category. There are few things we need to consider while working with this approach -
      1. **DO NOT HIDE** the popular filter options
      2. "**View More**" link should be clearly visible and easy to use
4. **Interactive** over **Batch** Filtering - First let's talk about **Batch** filtering, filtering which required an action after making the selection. For example, an e-commerce website filter with an "Apply Filters" button present in the filters section. Users need to click on "Apply Filters" to get the filtered data. **Interactive** Filtering on the other hand saves one more click. This can be achieved by doing live filtering techniques. The data gets updated as soon as the user clicks the checkboxes or any other option to filter the data.
5. Never return "**Nothing Found or No Results**" - It is quite unpleasant to a user when the search or filter results in nothing. What if the user has performed and selected the filter options but no results appeared. It's better not to make a selection if that particular filter option has no data to return.
6. Highlight **Selected** options - Always make the selected filter option stand out from the rest.

☕ Conclusion

Sometimes we consider filters as a supportive component in our websites or even in our critical web applications. Their filters are the one which helps us to get the needle from the pile of husk.

[😛 **Additional Tip** - Try to avoid using filters options which are not necessary.]

📚 Reference

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