

# 60 × E-Commerce UX Case Studies

A UX benchmark of 60 top e-commerce sites ranked by user experience performance

- This benchmark database is based on usability reviews of 60 top e-commerce sites, each rated across 620 different e-commerce UX elements.
- Click on a site in the list below the chart to see its in-depth case study and detailed UX performance.
- In total the chart summarizes 30,000+ UX performance ratings and the case study pages contain 34,000+ best-practice implementation examples.
- Tip: you can also navigate by [page designs](#).

## Benchmark UX Performances



● 60 Major E-Commerce Sites

COMPARE

WHAT'S THIS?

65 Guidelines



> Mobile E-Commerce  
120 Guidelines



### Home Depot #1

Performance: 63.8

Pay special attention to their:

- 👍 Product Page
- 👎 Accounts & Self-Service



+ 38 more pages

### B&H Photo #2

Performance: 60.5

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Accounts & Self-Service



+ 43 more pages

### Crutchfield #3

Performance: 59.4

Pay special attention to their:

- 👍 Product Page
- 👎 On-Site Search



+ 39 more pages

### Wayfair #4

Performance: 57.1

Pay special attention to their:

- 👍 On-Site Search
- 👎 Mobile E-Commerce



+ 42 more pages

### Apple #5

Performance: 53.7

Pay special attention to their:

- 👍 Cart & Checkout
- 👎 On-Site Search



+ 39 more pages

### Build.com #6

Performance: 53.6

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Product Lists & Filtering



+ 32 more pages

### J.C. Penney #7

Performance: 53.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Accounts & Self-Service



+ 41 more pages

### Walmart #8

Performance: 52.9

Pay special attention to their:

- 👍 On-Site Search
- 👎 Accounts & Self-Service



+ 44 more pages

### Best Buy #9

Performance: 52.2

Pay special attention to their:

- 👍 On-Site Search
- 👎 Product Lists & Filtering



+ 42 more pages

### Adidas #10

Performance: 51.2

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 27 more pages

### REI #11

Performance: 49.6

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 36 more pages

### Sears #12

Performance: 49.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Accounts & Self-Service



+ 47 more pages

### Macy's #13

Performance: 48.9

Pay special attention to their:

### Nordstrom #14

Performance: 48.5

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Accounts & Self-Service



+ 38 more pages

- 👍 Homepage & Category
- 👎 Product Lists & Filtering



+ 31 more pages

### Staples #15

Performance: 48.4

Pay special attention to their:

- 👍 On-Site Search
- 👎 Product Lists & Filtering



+ 38 more pages

### L.L. Bean #16

Performance: 48.4

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Mobile E-Commerce



+ 41 more pages

### ASOS #17

Performance: 46.0

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Mobile E-Commerce



+ 41 more pages

### Office Depot #18

Performance: 45.6

Pay special attention to their:

- 👍 On-Site Search
- 👎 Accounts & Self-Service



+ 39 more pages

### Victoria's Secret #19

Performance: 44.8

Pay special attention to their:

- 👍 Product Lists & Filtering
- 👎 On-Site Search



+ 36 more pages

### Etsy #20

Performance: 44.8

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Accounts & Self-Service



+ 40 more pages

### Target #21

Performance: 42.9

Pay special attention to their:

- 👍 Cart & Checkout
- 👎 Mobile E-Commerce



+ 48 more pages

### American Eagle Outfitters #22

Performance: 42.3

Pay special attention to their:

- 👍 Product Page
- 👎 Accounts & Self-Service



+ 30 more pages

### Musician's Friend #23

Performance: 42.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Product Lists & Filtering



+ 34 more pages

### Urban Outfitters #24

Performance: 41.7

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 36 more pages

### Crate & Barrel #25

Performance: 41.7

Pay special attention to their:

- 👍 Cart & Checkout
- 👎 Product Lists & Filtering



+ 41 more pages

### Walgreen Co. #26

Performance: 41.0

Pay special attention to their:

- 👍 Product Page
- 👎 Mobile E-Commerce



+ 31 more pages

### HP #27

Performance: 40.1

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 39 more pages

### Amazon #28

Performance: 40.1

Pay special attention to their:

- 👍 On-Site Search
- 👎 Cart & Checkout



+ 52 more pages

### Northern Tool #29

Performance: 39.0

Pay special attention to their:

- 👍 Product Page



### Marks & Spencer #30

Performance: 38.9

Pay special attention to their:

- 👍 Product Page



🔍 On-Site Search

+ 46 more pages

🛒 Cart & Checkout

+ 24 more pages

**John Lewis #31**  
Performance: 38.9

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 Accounts & Self-Service



+ 43 more pages

**GAP #32**  
Performance: 38.0

Pay special attention to their:

- 👍 Product Page
- 🔍 Accounts & Self-Service



+ 40 more pages

**Lowe's #33**  
Performance: 37.9

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 Accounts & Self-Service



+ 42 more pages

**Foot Locker #34**  
Performance: 37.4

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 On-Site Search



+ 29 more pages

**Neiman Marcus #35**  
Performance: 37.1

Pay special attention to their:

- 👍 Product Lists & Filtering
- 🔍 Cart & Checkout



+ 15 more pages

**Hayneedle #36**  
Performance: 36.9

Pay special attention to their:

- 👍 Product Page
- 🔍 On-Site Search



+ 41 more pages

**Kohl's #37**  
Performance: 36.4

Pay special attention to their:

- 👍 Product Page
- 🔍 Accounts & Self-Service



+ 36 more pages

**Overstock #38**  
Performance: 36.3

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 Accounts & Self-Service



+ 33 more pages

**H&M #39**  
Performance: 35.3

Pay special attention to their:

- 👍 Cart & Checkout
- 🔍 Accounts & Self-Service



+ 39 more pages

**Debenhams #40**  
Performance: 35.0

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 On-Site Search



+ 35 more pages

**Dell #41**  
Performance: 34.9

Pay special attention to their:

- 👍 Product Page
- 🔍 Accounts & Self-Service



+ 44 more pages

**Sephora #42**  
Performance: 34.8

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 Mobile E-Commerce



+ 32 more pages

**Newegg #43**  
Performance: 34.7

Pay special attention to their:

- 👍 On-Site Search
- 🔍 Mobile E-Commerce



+ 36 more pages

**Zalando #44**  
Performance: 33.4

Pay special attention to their:

- 👍 On-Site Search
- 🔍 Cart & Checkout



+ 33 more pages

**Nike #45**  
Performance: 31.9

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 On-Site Search



+ 37 more pages

**Cabela's #46**  
Performance: 31.2

Pay special attention to their:

- 👍 Homepage & Category
- 🔍 On-Site Search



+ 36 more pages

**Microsoft #47**  
Performance: 31.0



**Williams-Sonoma #48**  
Performance: 30.6



Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 28 more pages

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Product Lists & Filtering



+ 40 more pages

### Grainger #49

Performance: 30.1

Pay special attention to their:

- 👍 On-Site Search
- 👎 Accounts & Self-Service



+ 42 more pages

### Tesco #50

Performance: 30.1

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Cart & Checkout



+ 20 more pages

### Toys'R'Us #51

Performance: 29.7

Pay special attention to their:

- 👍 Product Lists & Filtering
- 👎 Cart & Checkout



+ 31 more pages

### Gilt #52

Performance: 29.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 38 more pages

### Rakuten #53

Performance: 29.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 37 more pages

### IKEA #54

Performance: 27.0

Pay special attention to their:

- 👍 Product Page
- 👎 Cart & Checkout



+ 30 more pages

### Ann Taylor #55

Performance: 26.9

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 37 more pages

### Disney Store #56

Performance: 26.7

Pay special attention to their:

- 👍 Homepage & Category
- 👎 On-Site Search



+ 32 more pages

### Argos #57

Performance: 26.4

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Cart & Checkout



+ 27 more pages

### Bass Pro Shops #58

Performance: 24.5

Pay special attention to their:

- 👎 Homepage & Category
- 👎 On-Site Search



+ 31 more pages

### TigerDirect #59

Performance: 19.5

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Product Lists & Filtering



+ 32 more pages

### Costco #60

Performance: 19.3

Pay special attention to their:

- 👍 Homepage & Category
- 👎 Cart & Checkout



+ 45 more pages

### YourSite.com #?

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