Size of bubble roughly corresponds to popularity
of the given section of a product template.

Direct Hit/ Search (35-80%)

Homepage

Browse

Other Site Content & Components

Product Page

Description

Issues

Suggestions

Downloads

Reviews

Comments

Primary Goals

Pricing Popover

Save For Later

"Save Your Watchlist" Popover

Social Share

Exit

Currently testing quick checkout.

Cart

Log-In

Checkout

Paypal Checkout

Confirmation

Confirmation Email

Though outflows into related components and
other site content is not inheirenty bad, our aim
from a product page should be to minimize
those excursions as much as possible.

Navigation

On many of the best-selling product pages, well over 50% of traffic is from search engines and other external sources. As a landing page, this does not communicate enough about the BinPress value proposition, and may hinder conversion—the page needs to not only convince the user to buy the component, but to buy the component *from BinPress*. This may account for the ~10% click-through to the homepage. **Consider adding a tagline, or displaying a short "Welcome to BinPress" block *before* the product information for first-time visitors.**

Search field may appear disabled to some users, and the word "projects" may undermine the notion of a marketplace for finished, polished components. **Consider inverting colors on focus of field and changing text to "Search components...", "Search code...", or similar.**
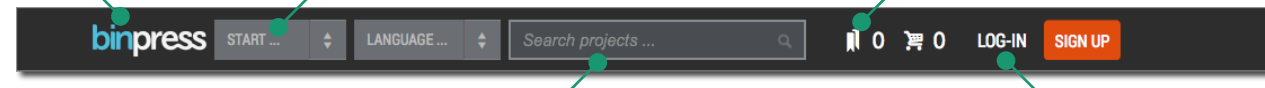
"Start..." is potentially confusing as a navigation label; users wouldn't know what to expect in this drop down until they click it. **Consider relabeling drop down or revising UI element.**

Messaging in zero-state ("Add components to your watch list by clicking the + icon in the top-right corner.") is not correct for the action to be taken for the individual component page. **Consider revising message to be context-specific; show the correct instructions for how to add to the list from an individual component page.**

By taking the user to a new page to sign-in, you momentarily lose the user's context (making them more likely to abandon if they are unsuccessful at signing in). **Consider enabling log-in process via a modal dialog.**

Item Header

"Released" date is redundant with information in right column, and should never be presented without the last updated date (can make an app appear dated). **Consider removal.**

Tags are not useful for browsing, as they primarily lead to a search page containing only the currently-viewed app. **Consider removal.**

Stars appear to be clickable (mouse cursor changes to a pointing hand), but clicking has no effect. **Consider linking to the Reviews tab.**

Categories are redundant with information in the right column, and are paths away from the current item. **Consider removal.**

Social links are only useful if they're being used. Even the most popular items have a negligible number of shares per service, which ends up introducing a question about the credibility of the component. **Consider consolidating all sharing functions into a single sharing function.**

Lack of affordance for rollover tips is problematic, and many of the tips add no additional information (e.g. the tip for "Perpetual license (does not expire)" is "License does not expire"). **Consider removing all tips that aren't essential, and add visual affordance for the presence of remaining tips.**
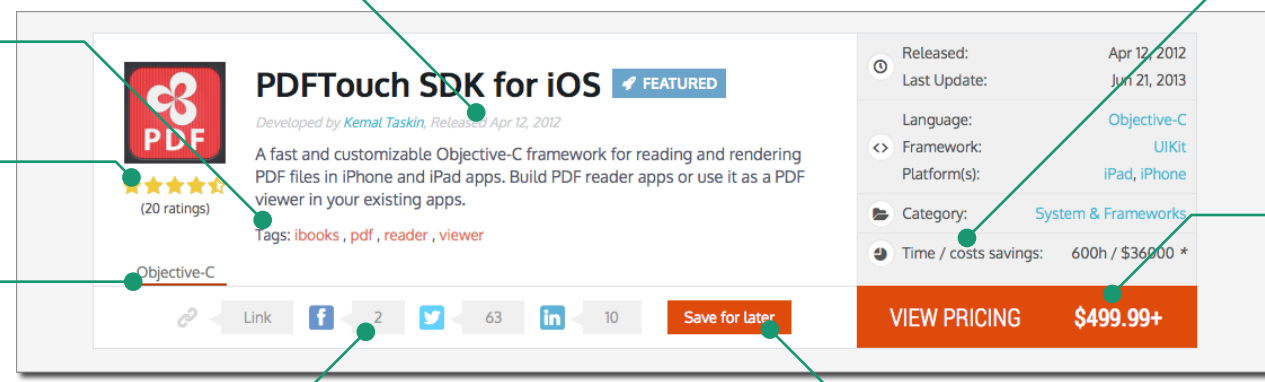
Time & costs savings is potentially confusing when presented immediately next to the actual cost of the module, and is not likely to be a key selling point. **Consider moving this information down the page, near screenshots.**

Multi-stage pricing selection (overlay for choosing among three options) introduces an unnecessary extra step, "view pricing" verbiage suggests greater complexity than is actually present, and lack of rollover effect is problematic. **Consider automatically adding the most common license type (individual) to the cart immediately, and allowing license customization as part of the checkout flow. Alternatively, display the three pricing/feature sets as an accordion module on-page (as per your most recent design concepts), with the most common license type open by default. In any case, ensure that button has a rollover effect as an affordance.**

"Save for Later" is an important action, but terminology should be kept in sync with the actual feature name. **Consider changing action to "Save to Watch List" or simply "Watch This Component."**
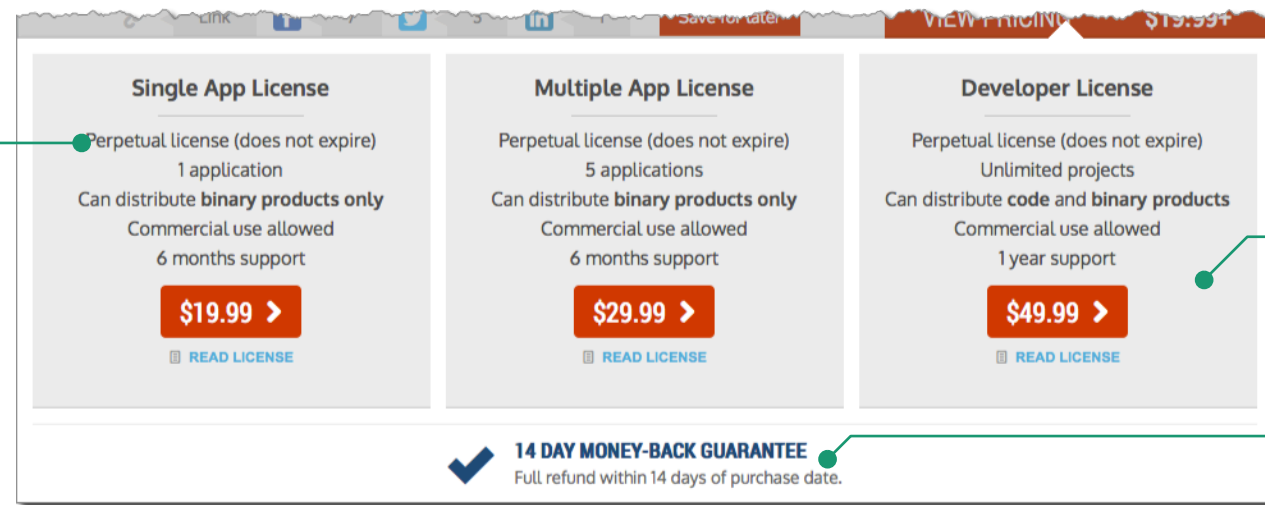
Clicking any blank space in the popover will cause it to close. This is especially problematic in the case of mis-clicks on a buy button. **Ensure that erroneous clicks within the popover don't close it.**

Clicking the "14 Day Money-Back Guarantee" stripe closes the popover. **Consider providing additional details about the guarantee on click, or at least ensure that a click doesn't close the popover.**

Tab Bar

Items may not read clearly as tabs. **Consider adding a border connecting the selected item to the canvas below.**
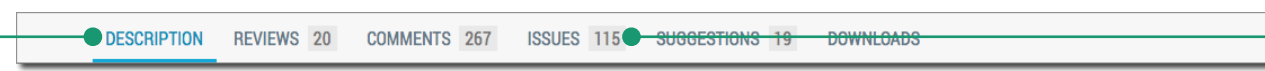
The labeling of a section as "Issues" may suggest that there a problems with the software. **Consider simply renaming "Issues" to "Support" or combining Issues and Suggestions into a new "Support" tab (which better-focuses the content on pre-sales).**

Description

Anchor links for down-page content sections detract from the primary selling message, and take the focus off of pre-sales messaging. **Consider removal.**
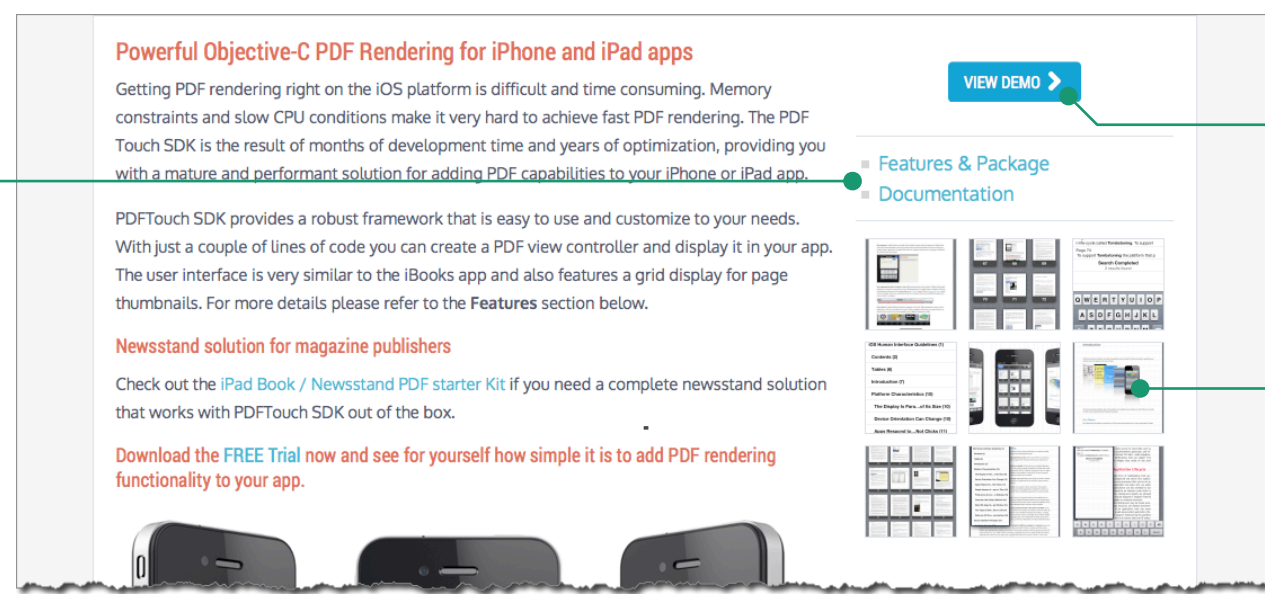
The "View Demo" button is not prominent enough, and doesn't have consistent behavior. For several iOS components, it spawned a new tab which in turn triggered a download. Additionally, ending up on a third-party site makes for inconsistent experiences. **Consider increasing the size/prominence of the button, self hosting demo pages for developers, and setting guidelines for what should be contained within a demo.**

As a result of the relatively small imagery, developers have taken to duplicating screenshots and video embeds in-line. **Consider recontextualizing the thumbnails/videos as a larger, more prominent component of the page, a la Kickstarter item pages.**

Featured Review

Featured reviews are great for driving interest, but the fixed positions of the quotation marks make shorter reviews look odd. Additionally, the lack of a click action seems like a missed opportunity. **Consider making quotation marks dynamic, and linking entire block to Reviews tab.**
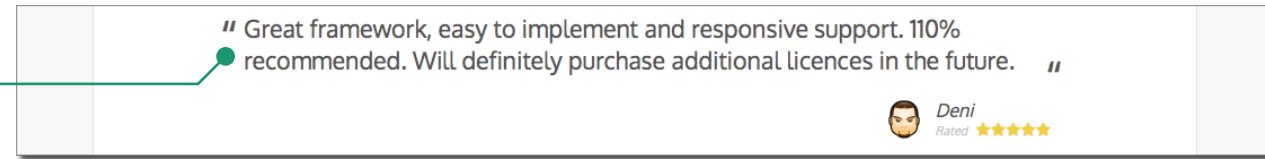
Related Components

By this point on the page, the user is already immersed in content about a specific component. Having this block mid-page serves as a distraction to the sale of the current component. **Consider moving this block to the bottom of the page immediately preceding the footer.**
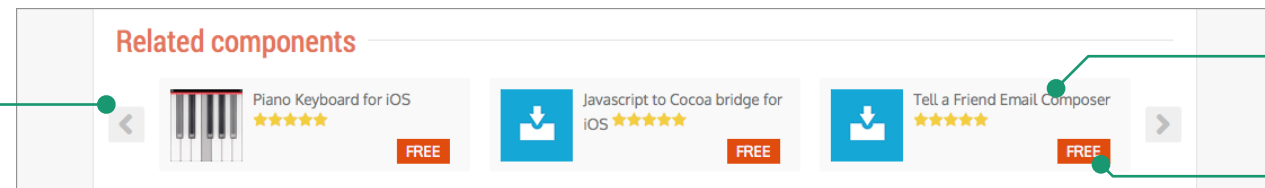
Non-clickable areas of visual tile can cause user confusion. **Consider making tiles rollover/clickable as full block element.**

Erroneous "Free" tags are problematic when the resulting components are not free. **Consider removing pricing or ensure pricing is correct.**

Related Components

Additional content can be highly motivational, but the mix of pre-sales content (such as feature lists) and post-sales content (such as in-depth documentation) is highly problematic, and serves as a roadblock for users to see the reviews/comments excerpted at the bottom of the page. **Consider hiding all additional content sections be default, or requiring pre-sales content such as feature lists to be part of the main description and moving documentation to a dedicated page.**
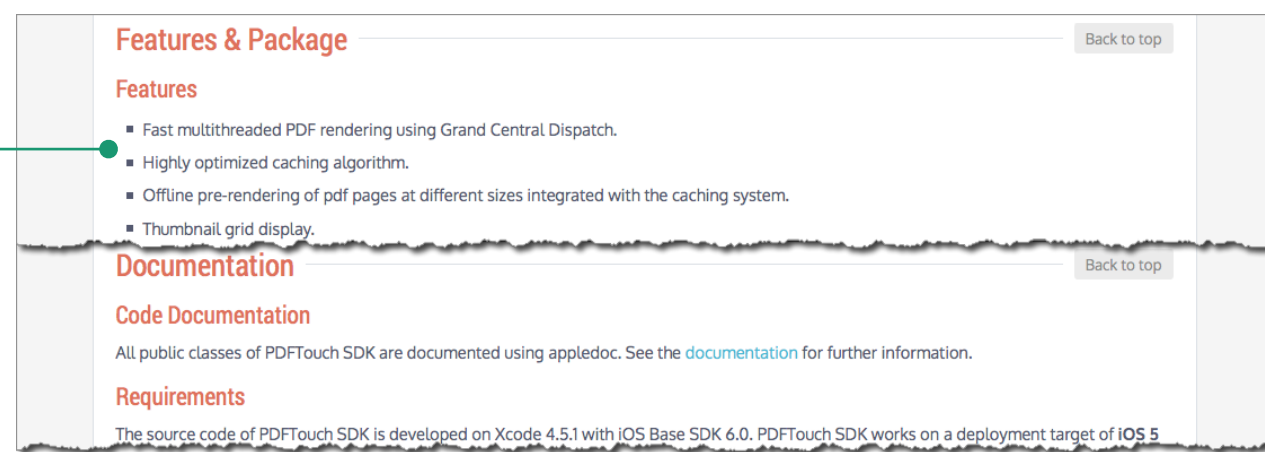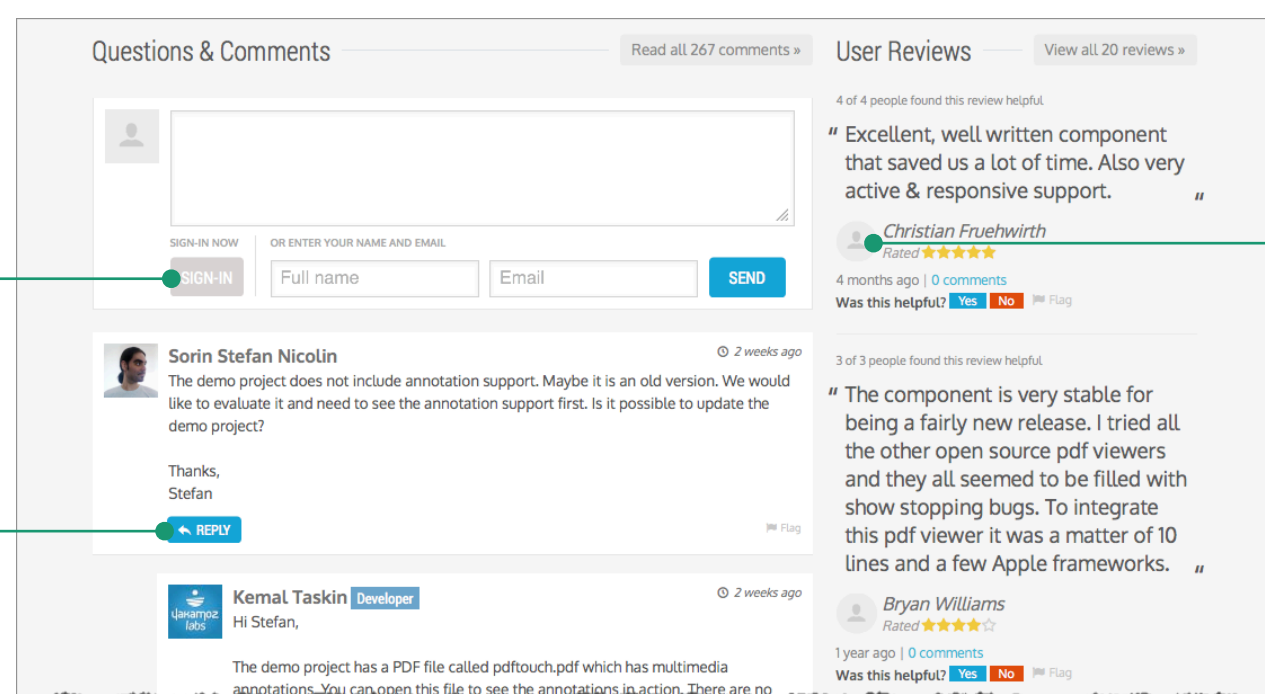
Lower Call-to-Action

Repeating the call-to-action is good, as an engaged user may be motivated to buy after reading through the content. However, this button shares some of the same issues as the primary button—the multi-part pricing selection, and the lack of rollover. Additionally, it could be improved by making it 'float' with the user after the primary call-to-action is scrolled offscreen. **Implement changes from the primary call-to-action, and consider recontextualizing button as a floating element.**

Comments & Reviews

Similar to the top navigation, taking the user to a separate sign in page can break the task flow. Additionally, the action is called "Log-in" elsewhere. **Consider making sign-in process occur via a modal popover, and rename the action "Log-in"**

The bright blue 'Reply' actions pull attention away from the content. **Consider changing the visual style of the Reply button.**

Default avatars can make the community appear much less active than it really is. **Consider creating a variety of defaults and rotating between them (a la Basecamp or Flickr), or hiding blank avatars entirely.**

Full navigation header makes it easy for users to wander away from their cart. **Consider replacing header with a simpler version that merely says "BinPress Checkout", and contains no additional links.**

This toast notification is nice, but the word "project" is still potentially problematic. **Consider changing to "component".**

Depending on the changes that are made to the prior step, it would be ideal if users could view license details and possibly change license type from within their cart. **Consider adding a popover on-click of "Single App License" containing licensing details and allowing license type to be changed.**

"Discount code" is more suggestive of lower price availability than "coupon" or "promo". Additionally, error handling is currently nonexistent (entering an invalid coupon merely reloads the page, which made lead to frustration and cart abandonment. **Consider changing wording to "Have a coupon or gift certificate?", and provide an error state which enables users to sign up to receive coupons and discounts by email.**
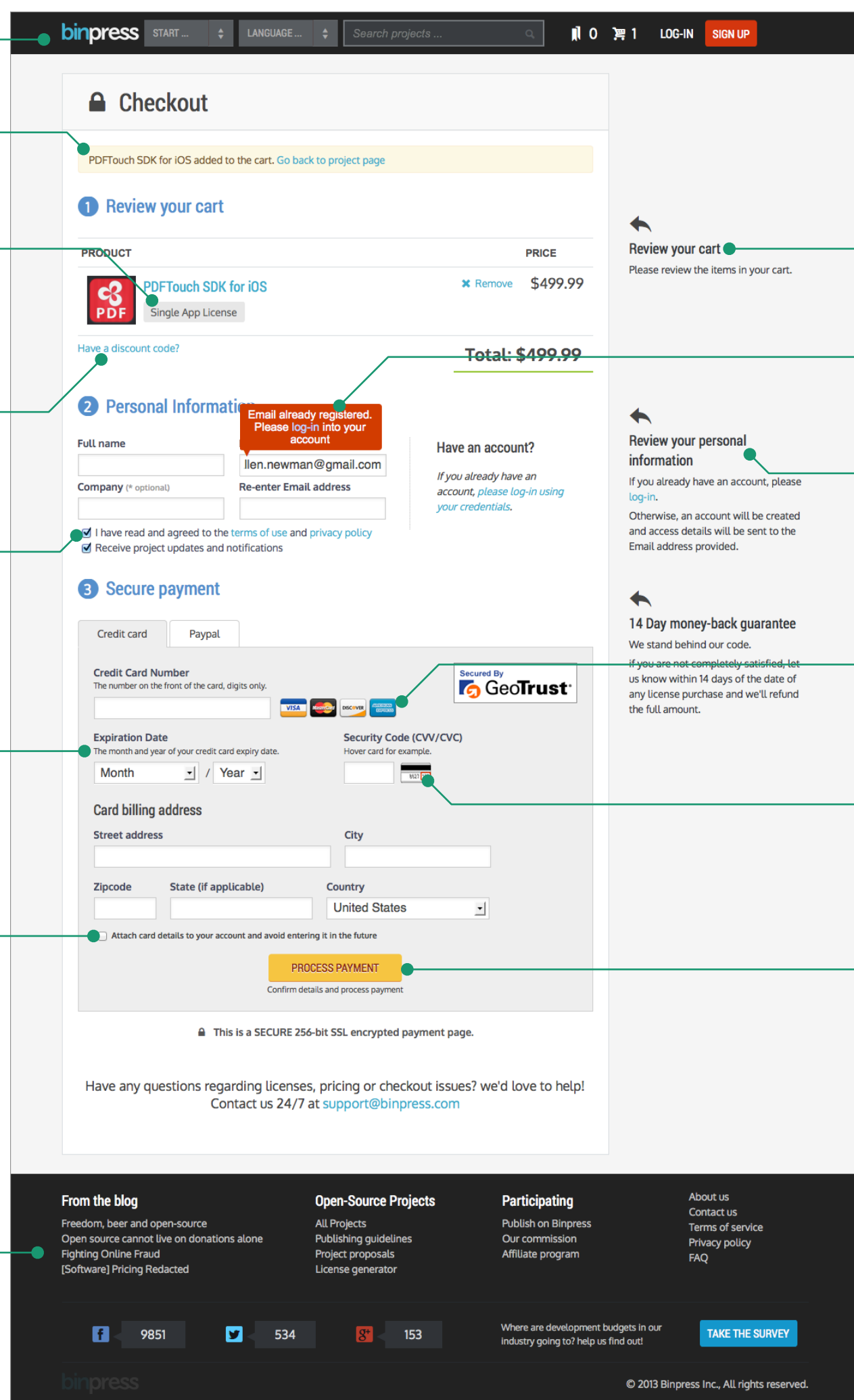
Even a pre-checked checkbox can add to perceived complexity. **Consider recontextualizing as a statement near the bottom of the page: "By making a purchase, you agree to our terms of use and privacy policy."**

"The month and year of your credit card expiry date." is redundant to the field label and input controls. **Consider removal.**

Phrasing is currently negative ("avoid entering it in the future"). **Consider replacing with positive copy, such as "Attach card details to your account to save time on your next purchase."**

Full navigation footer makes it easy for users to wander away from their cart. **Consider replacing footer with a simpler version that merely contains the above "Have any questions..." text and the copyright notice.**

Text is redundant with the subheading. **Consider removal of either the sidebar callout or refactoring subheadings.**

After submission using an email address that is already in the system, this error is shown, but requires an additional click to sign in. This is potentially a blocker to completion of the checkout process **Consider directly prompting for a password (with an option for forgot password) via a modal window in this case.**

Text is redundant with the subheading and on-page content. **Consider removal of either the sidebar callout or refactoring subheadings.**

Consider visually confirming card type by graying out the incorrect card types as a user enters their credit card number.

The thumbnail for this field may confuse an American Express cardholder. Additionally, the larger help image mentions Diner's Club, which is not accepted, and the instruction "Hover card for example" is potentially confusing. **Consider dynamically changing the help image upon entry of an American Express card number, and omitting the instruction text. Maintain the hover effect as a progressive enhancement.**

"Process Payment" is a system-centric label. **Consider using different wording for the primary action, such as "Complete Purchase".**

Text is highly redundant. **Consider removal.**
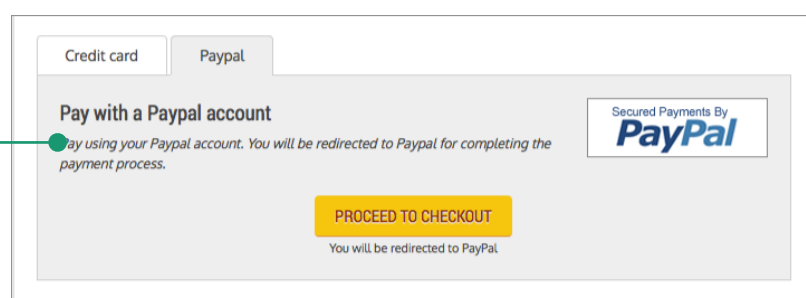
Feedback

What feedback have you received from developers?
Are they satisfied with the current level of support from Binpress?
Are there any specific feature requests that they have made?

What feedback have you received from purchasers?
Do they feel well supported post-purchase?
How many have you had to refund?

User Engagement

What user engagement strategies have you attempted?
Do you ask for users to come back and review purchases?
Do you have 'save' methodology for abandoned carts?
Have you used any retargeting/remarketing methods?
Do you employ any marketing towards users who save components to lists?

Where have you had the most success building inbound traffic?
Has your affiliate program met expectations?
Did the previous version (the 'social engagement' rewards) move the needle?

On-Site Behavior

What instrumentation do you have beyond standard analytics & conversions?
Do you record/analyze site search data?
Are individual user's navigation paths recorded?
Are you able to track in-page actions, such as ejection after seeing pricing popover or receiving an error during checkout?

Concept

Most on site content refers to BinPress as an open-source marketplace, but older blog posts refer to the mingling of open-source and commercial licensing. Is this due to a change in positioning?

What sites & services represent the greatest competition to you?