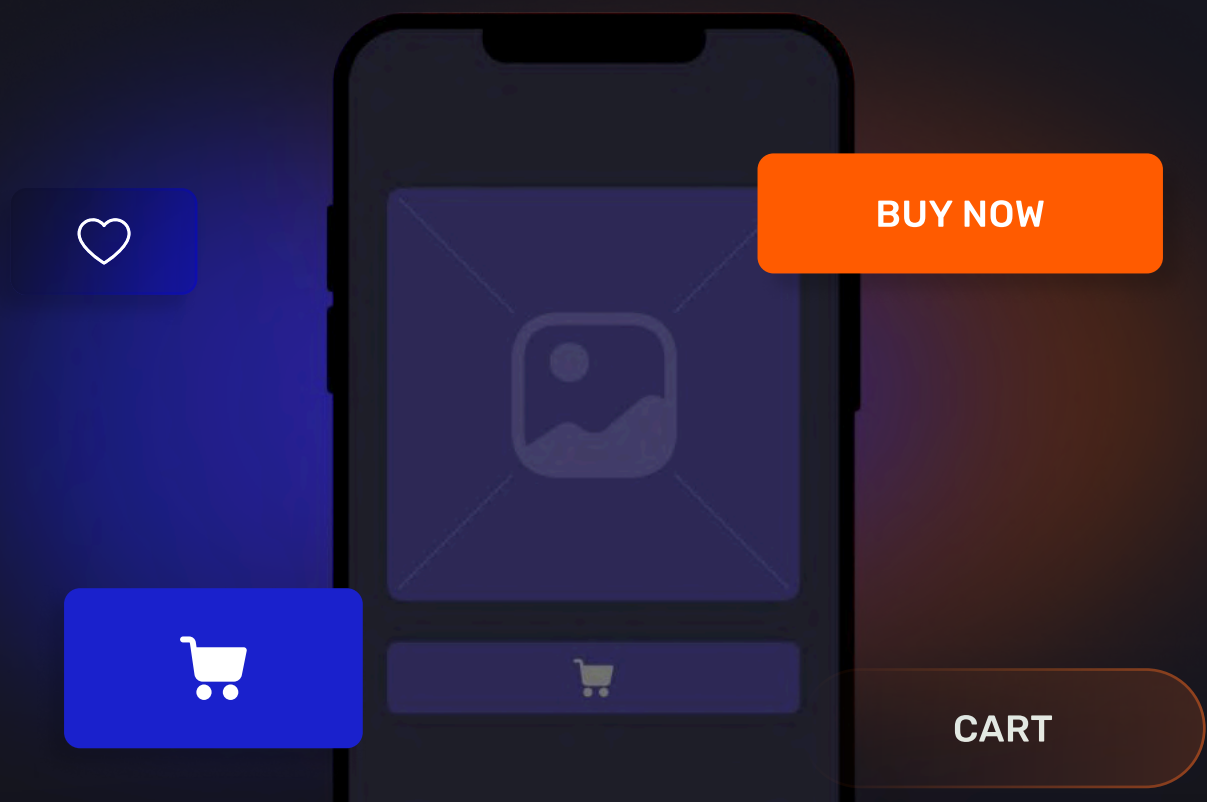




Digital Commerce | Since 2004

10 Proven UI/UX Practices

for Better Online Shopping



Strategies from Real E-commerce Projects



Digital Commerce | Since 2004

10 Proven UI/UX Practices

for Better Online Shopping

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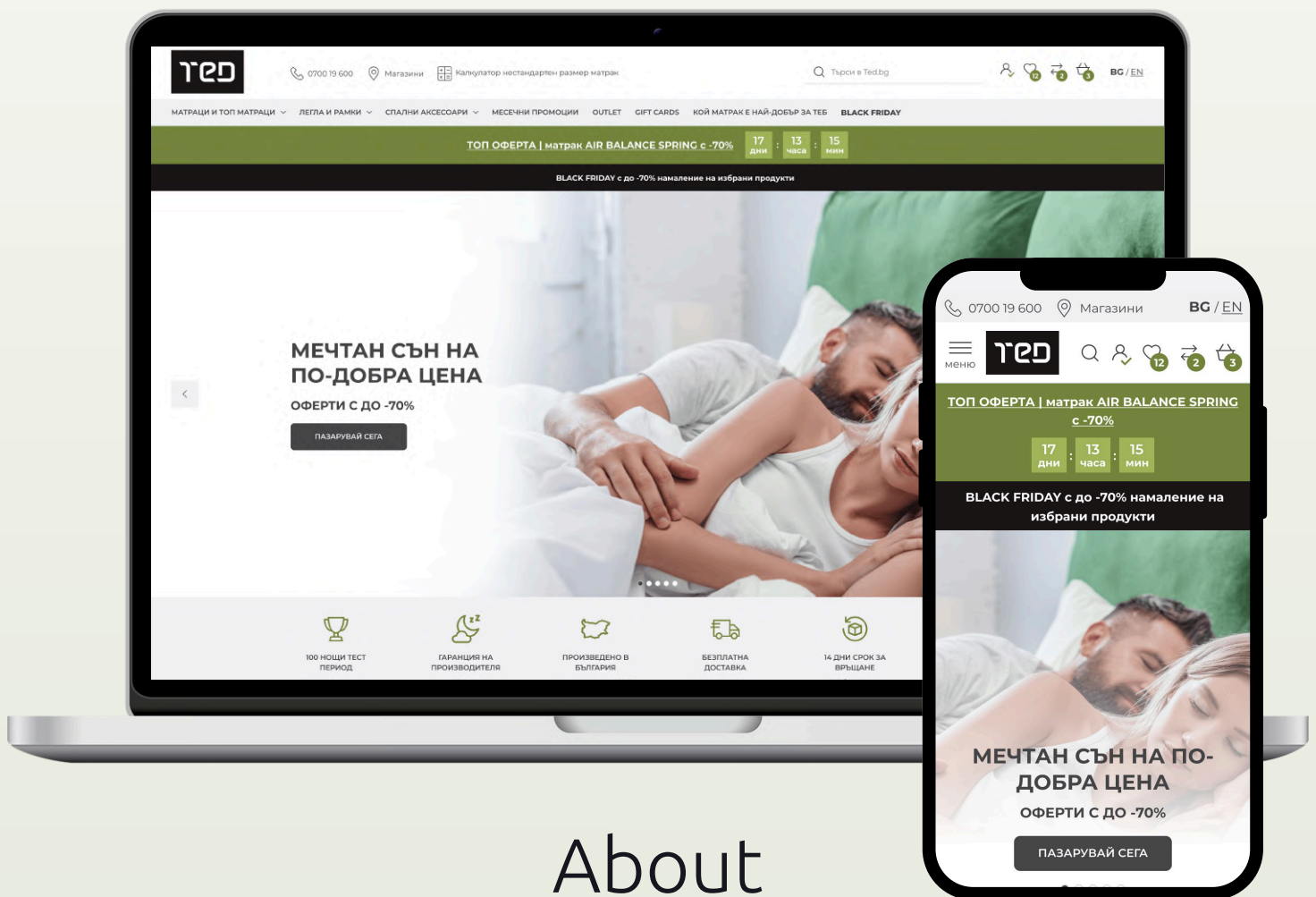
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Table of Contents

1	Ted.bg Driving Conversions through Visual Clarity and Trust	1
2	Cleverbook.net Proven UX Enhancements in the Shopping Cart	4
3	Magitalia.bg Optimized Mega Menu	7
4	Uwear.bg Combine and Save with Bundle Offers	10
5	Artoaza.com Increasing Conversions with a Sticky Cart Button	13
6	Dress4less.bg Out-of-Stock Product Page - UX Strategies	16
7	Sid-shop.com Best Practices in 404 Page Design	19
8	Zundert-Extreme.com Up-sell and Cross-sell Products in Focus	22
9	Kikkaboo.bg Make Shopping Easier Directly from the Category Page	25
10	Homefinishing.com Trust and control in the checkout process	28

Ted.bg

Home & Bedding

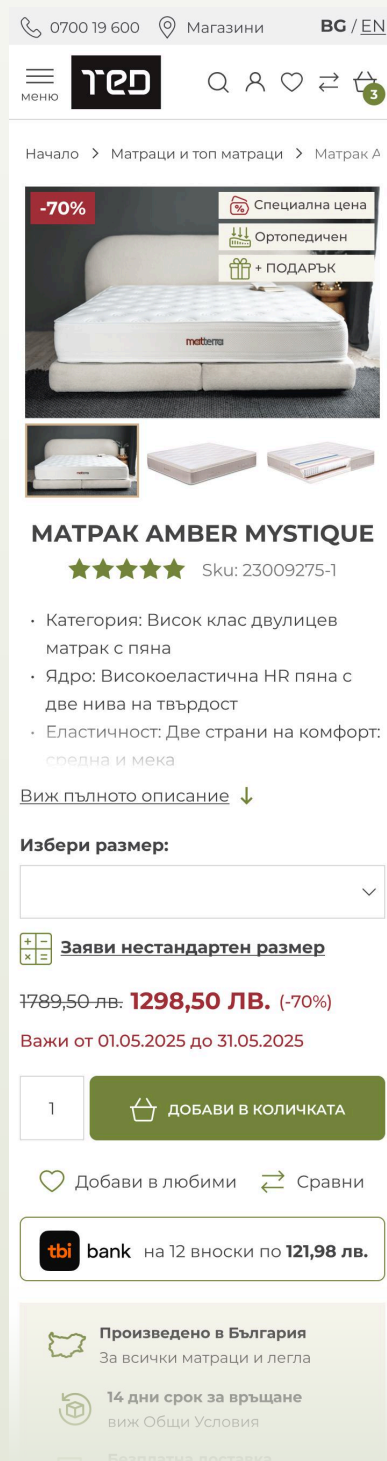
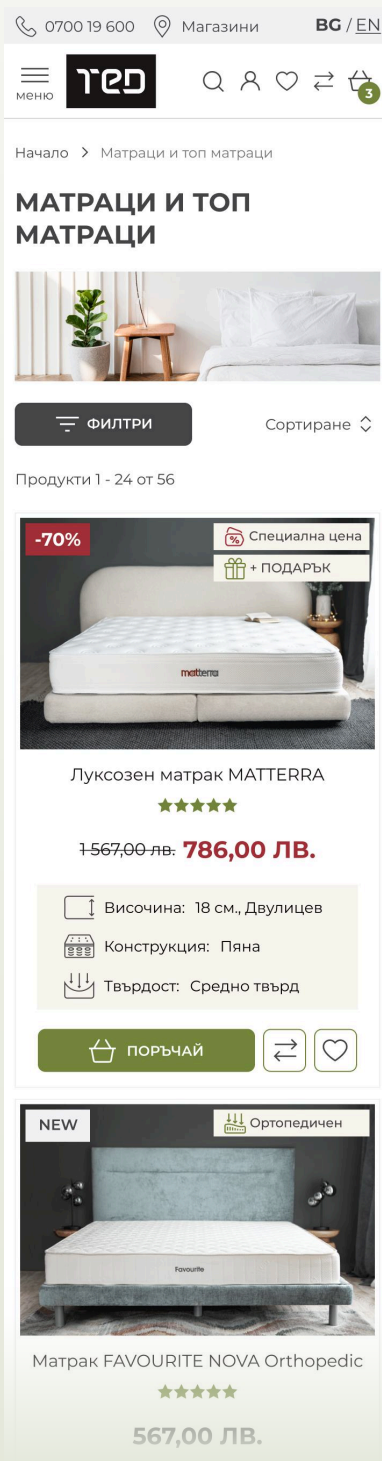
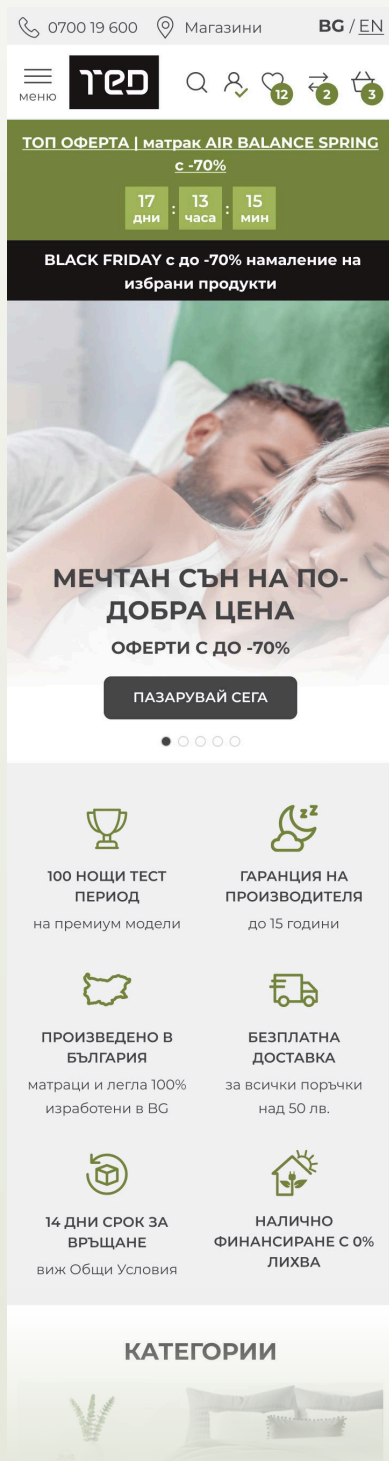


About

TED is a leading Bulgarian brand specializing in premium mattresses, toppers, and bedroom products, offering uncompromising comfort and quality for over 25 years. The brand's mission is to deliver not just mattresses, but a complete experience of comfort, harmony, and peace of mind. Every product reflects TED's dedication to style, functionality, and eco-friendly design.

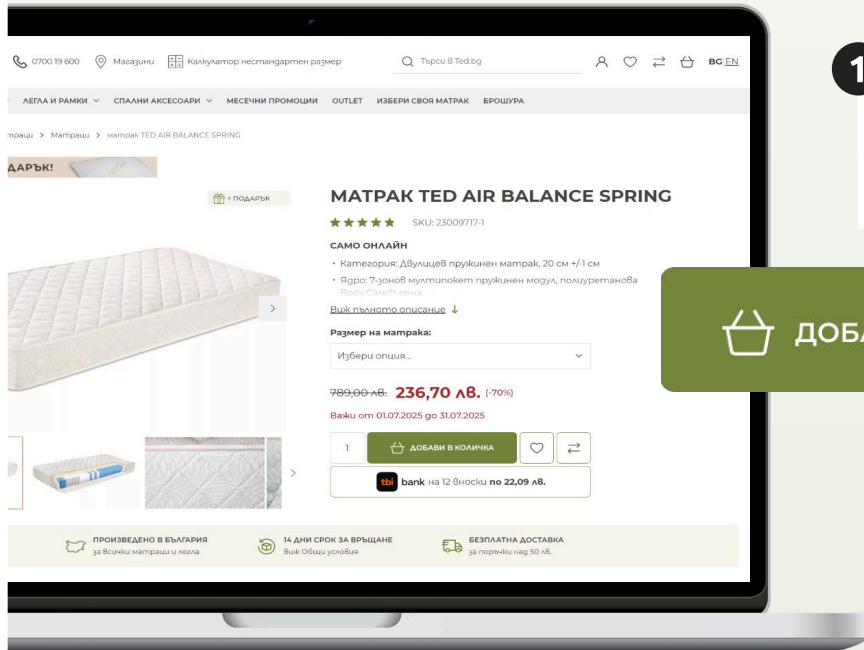
Design

Cozy Minimalism



Highlights

Driving Conversions through Visual Clarity and Trust



1

~~1789,50 лв.~~ **1298,50 лв.** (-70%)
Важи от 01.05.2025 до 31.05.2025

2

 **ДОБАВИ В КОЛИЧКАТА**

3

 **Безплатна доставка**
За поръчки над 50 лв.

1. Clearly Highlighted Promotions with a Sense of Urgency

Discounted prices are paired with visible expiration dates. Displaying both the reduced price and the discount percentage creates urgency and motivates faster decision-making.

2. Prominent Primary CTA Button

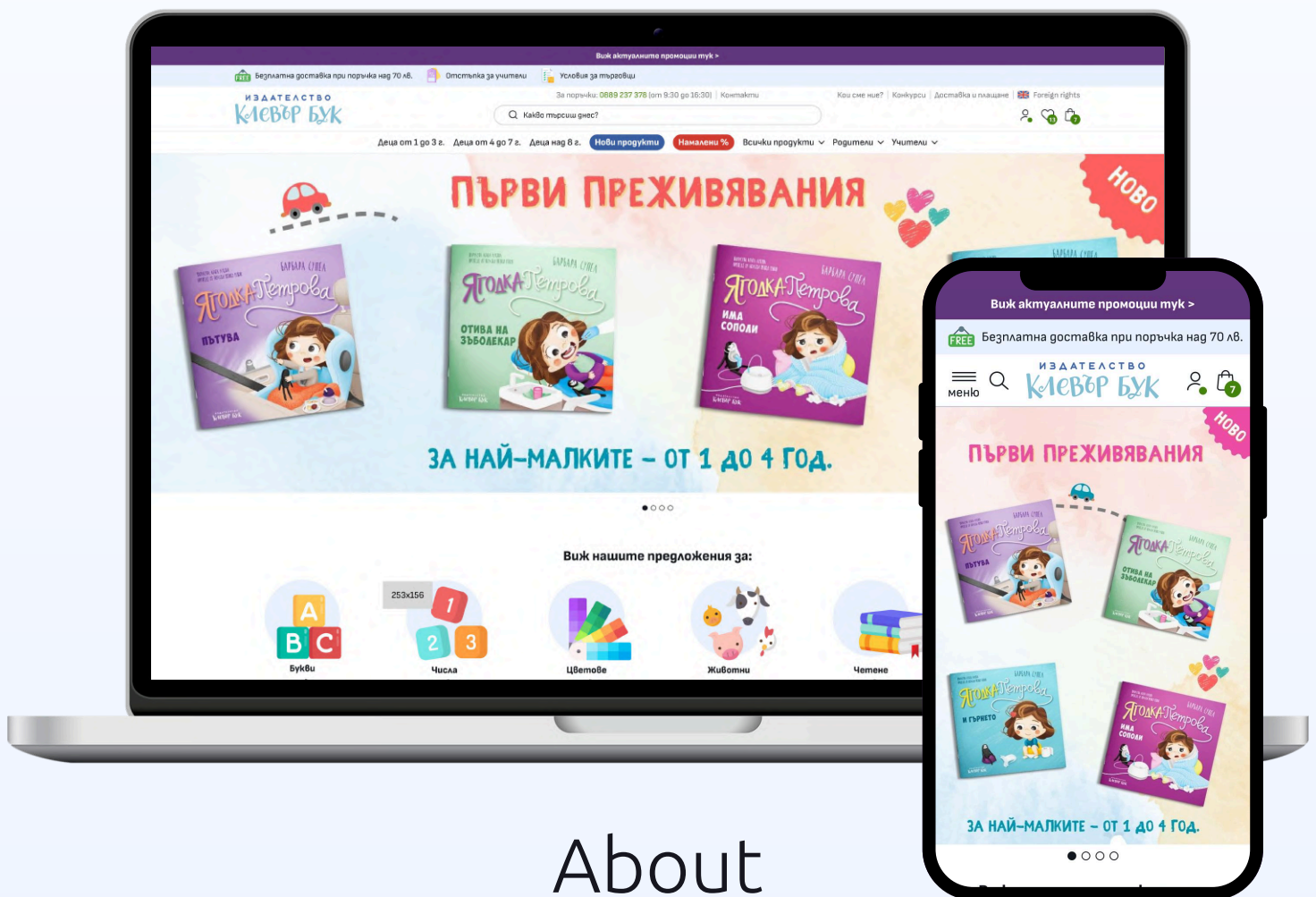
The “Add to Cart” button is bold, highly visible, and easy to tap. Using a strong contrasting color and generous size makes the primary action stand out. Adding a financing option next to it reinforces flexibility and confidence in purchase decisions.

3. Trust through Key Unique Selling Points (USPs)

Concise, icon-based USPs directly address common buyer hesitations. Their visual clarity builds trust and improves product page readability.

Cleverbook.net

Entertainment & Education

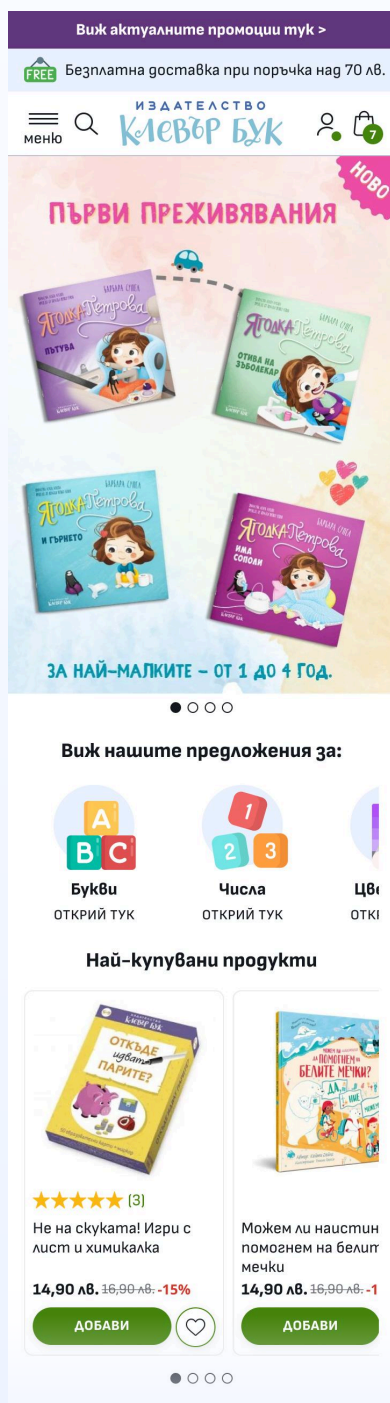


About

Clever Book is a Bulgarian publishing house established in 2010 with a passion for learning through play. Their online store offers a diverse range of educational cards, books, and puzzles designed to engage and develop children across different age groups. Every product is crafted with attention to detail and a deep understanding of children's needs and curiosity.

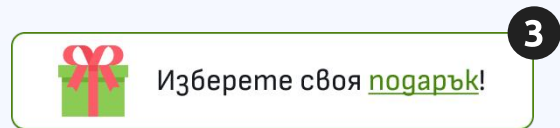
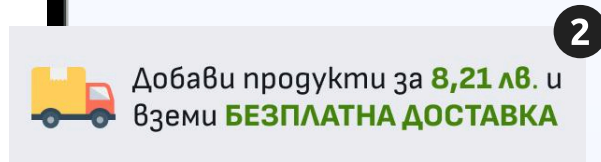
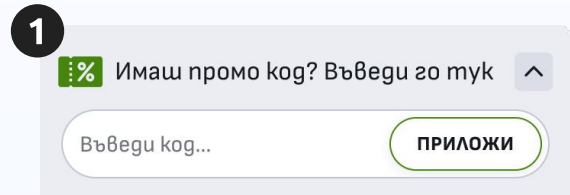
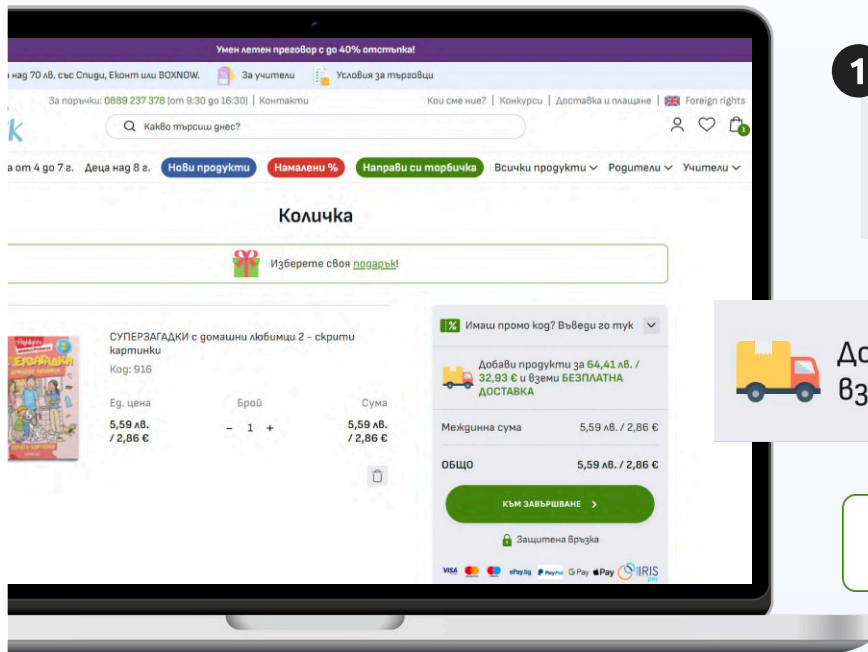
Design

Playful and Colorful Interface



Highlights

Proven UX Enhancements in the Shopping Cart



1. Intuitive Promo Code Field

The promo code input is hidden by default and expands when needed. This keeps the interface clean and distraction-free while remaining easily accessible to users looking for it - a simple yet elegant way to reduce cognitive load.

2. Free Shipping Progress Indicator

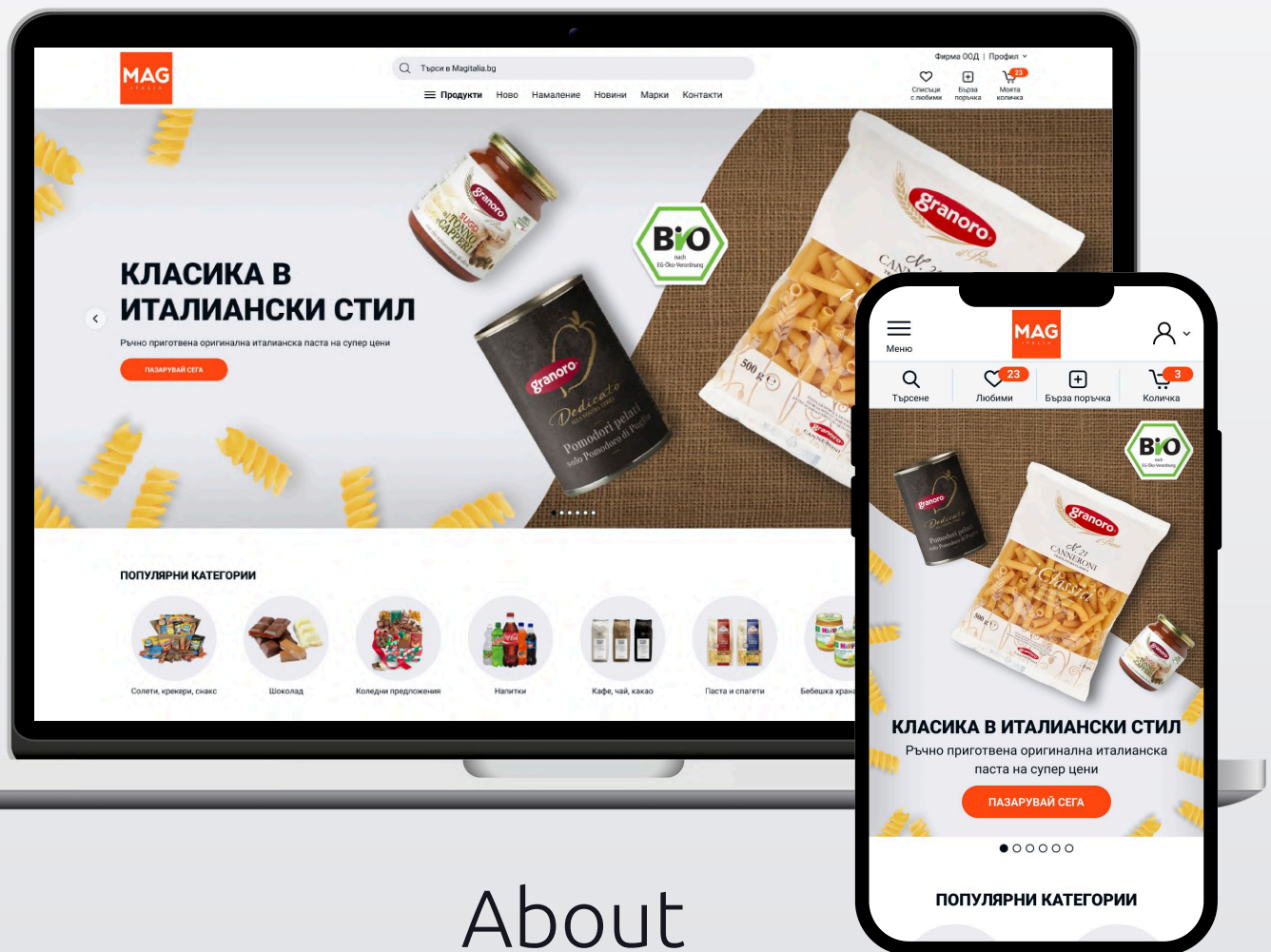
A visual bar dynamically shows how much more the user needs to spend to unlock free shipping. This clear and motivating micro-interaction drives additional purchases by turning a promotion into a visible goal.

3. Highlighting a Free Gift Offer

A banner with a gift icon and the call-to-action "Choose Your Gift!" is placed strategically above the cart summary. This visual cue enhances perceived value and transforms checkout into a more positive, rewarding experience.

Magitalia.bg

Food & Beverages

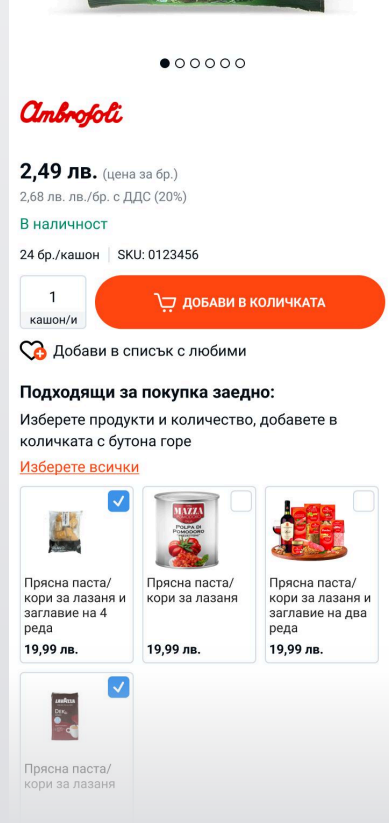
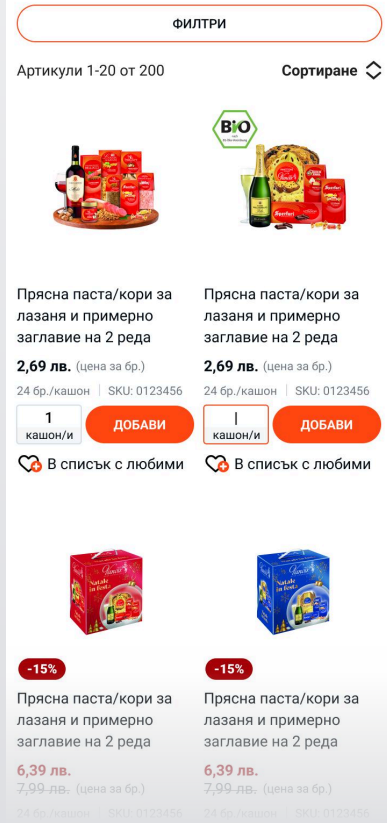
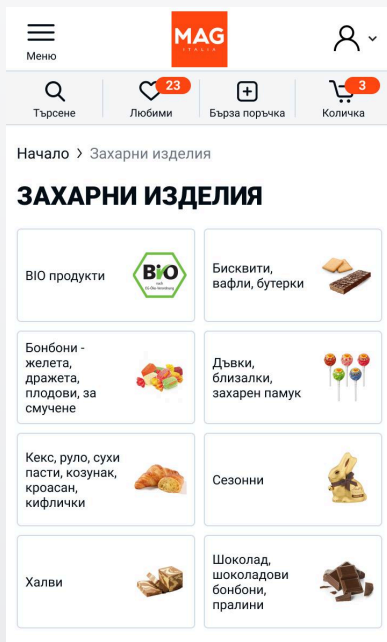
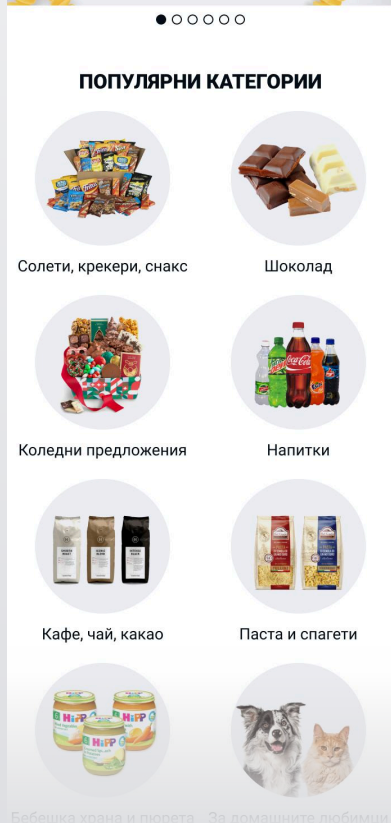


About

Mag Italia is a distributor and retailer specializing in high-quality Italian FMCG products - including food, beverages, detergents, cosmetics, and household essentials. The company operates both B2C through its physical store in Sofia and B2B, serving restaurants, hotels, and retail partners nationwide.

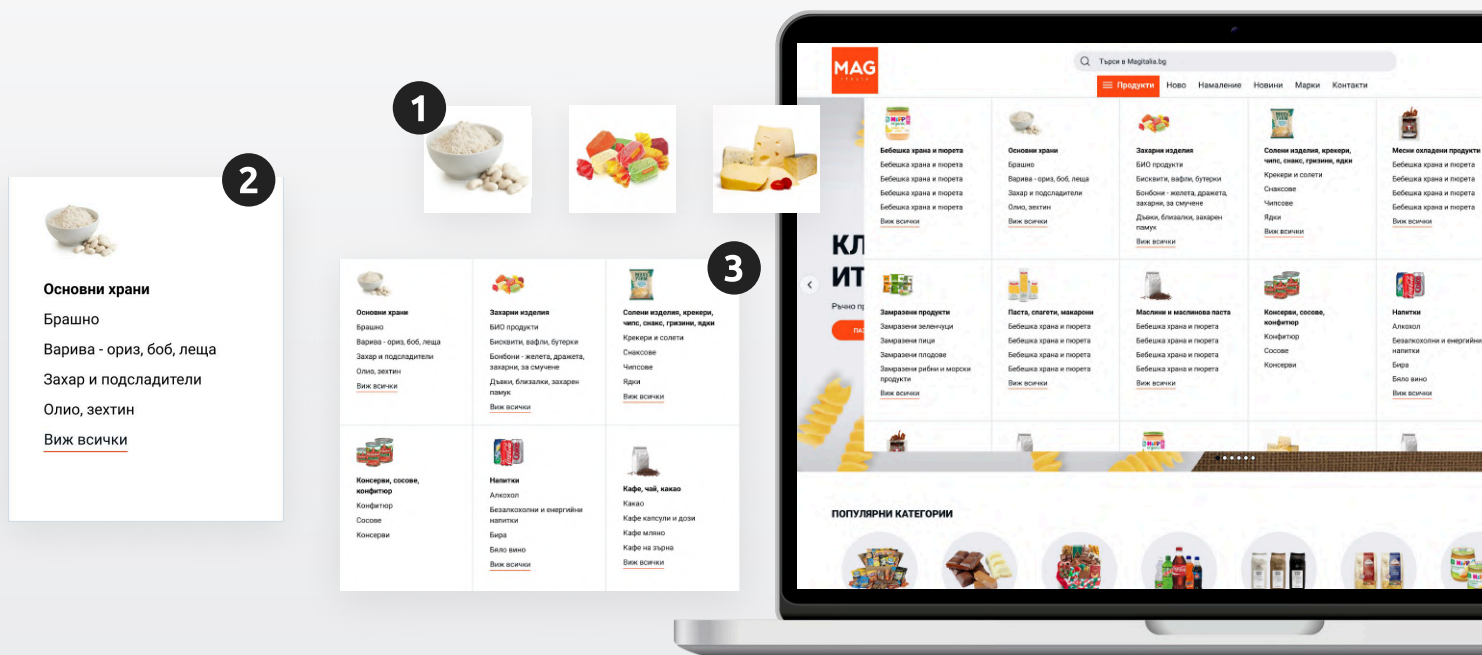
Design

Precision and Professionalism with Energetic Accents



Highlights

Optimized Mega Menu for Quick and Intuitive Scanning



1. Category Images for Instant Recognition

Integrating visuals next to category titles helps users immediately associate and recognize product groups faster than text alone. This visual mapping improves both usability and aesthetic appeal.

2. Clear Hierarchy through Structured Typography

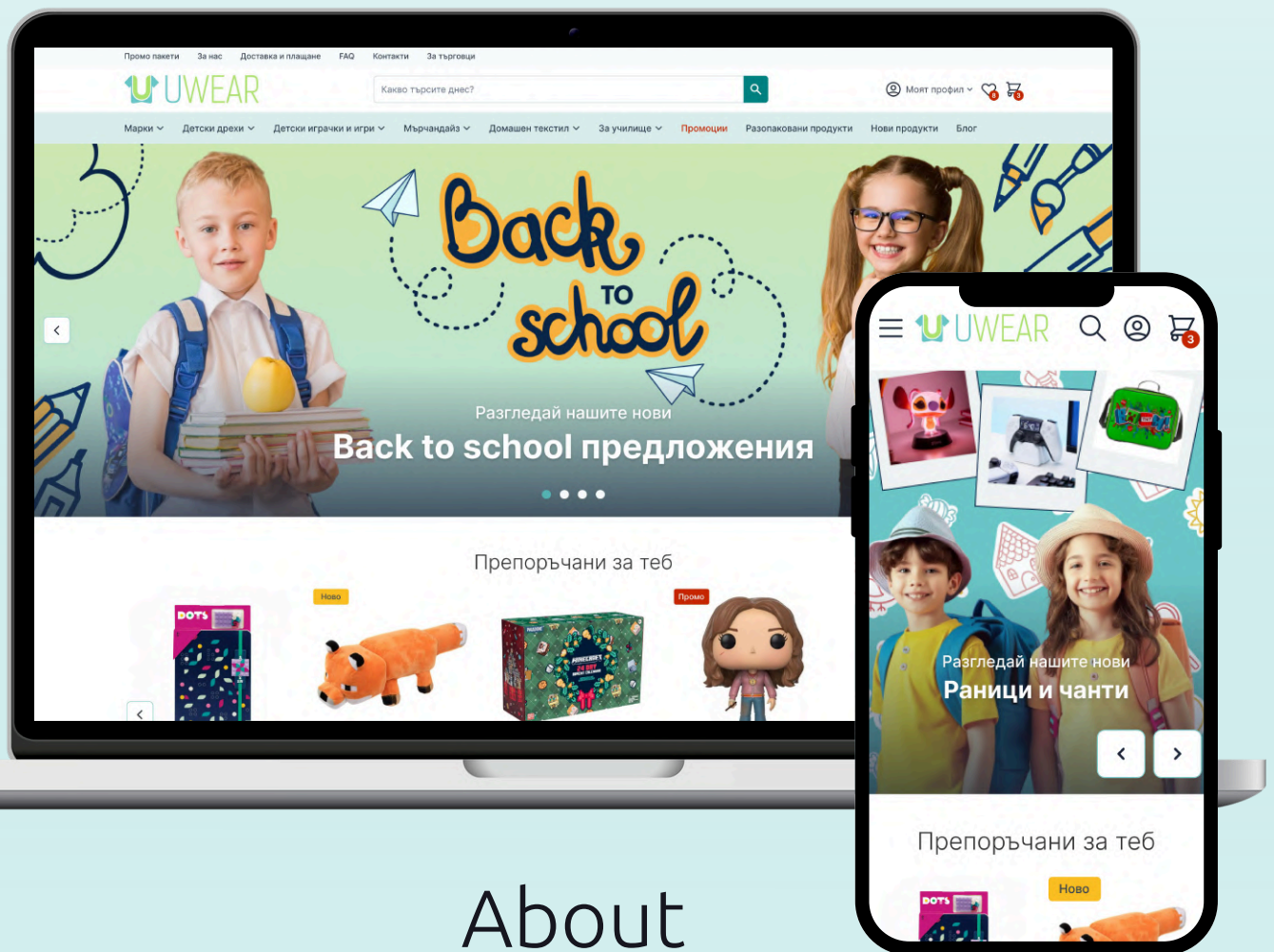
The mega menu uses a well-defined typographic hierarchy - main categories, subcategories, and links - to establish focus and guide user attention. Proper spacing and contrast enhance scannability.

3. Consistent Grid Layout for Predictability

A uniform grid structure creates order and rhythm within the menu, reducing cognitive effort and helping users process a large amount of information quickly.

Uwear.bg

Children's goods

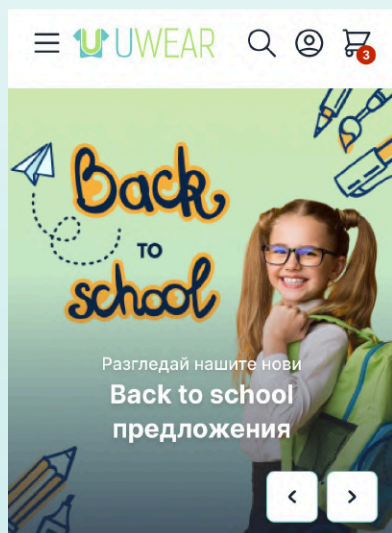


About

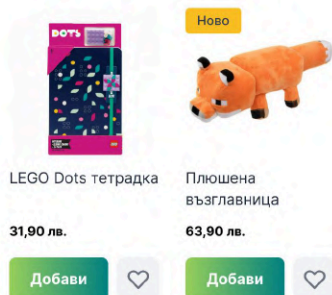
Uwear.bg is an online store run by a Bulgarian family company inspired by children's creativity and imagination. The platform offers a wide selection of kids' apparel, accessories, and licensed products from well-known brands such as LEGO, Minecraft, Fortnite, and Marvel.

Design

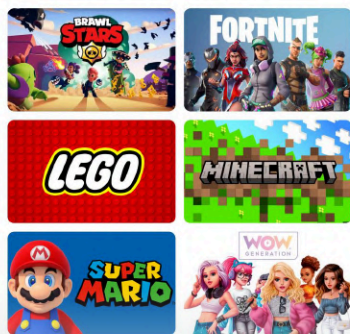
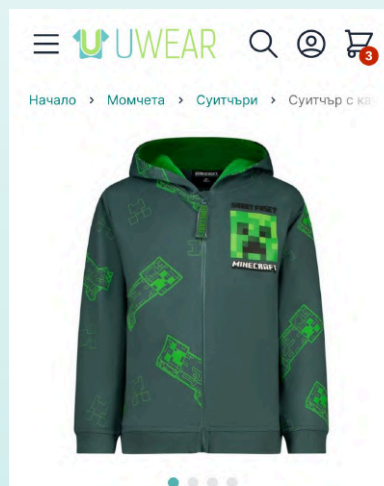
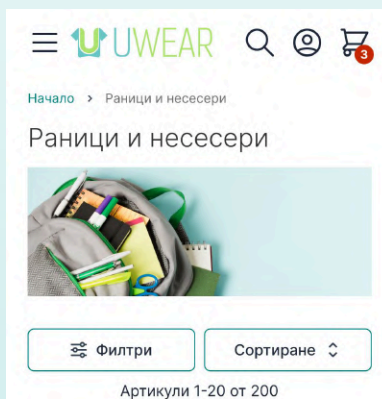
Playful and Vibrant Experience



Препоръчани за теб



Нашите марки


[Виж всички >](#)


Суитчър с качулка Minecraft Бъди Бърз

В НАЛИЧНОСТ SKU#: TW-MNCT-0009

★★★★☆ (2) | [Оцени продукта](#)

На малките фенове на Minecraft ще им бъде топло и уютно в прегръдките на този мек суичър.

[Виж пълното описание](#) ▾

49,90 лв.

Размер

[Таблица с размери](#)

- 1 +

[Добави в количката](#)

 **Безплатна доставка**
Поръчай за над 70.00 лв. и ще получиш безплатна доставка!

 **Оригинални продукти**
Продукти с доказан произход и преминали нужните проверки.

 **Сигурни плащания**
Плащанията ти с кредитни и дебитни карти са 100% сигурни

Highlights

“Combine and Save” - Increasing Order Value with Bundle Offers



1. Clear Value Proposition

The heading “Buy Together and Save” paired with “Save XX BGN” immediately communicates the benefit and triggers user motivation.

2. Intuitive Product Presentation

A simple “A + B = Total Price” layout visually connects the selected items with the final discounted total. This makes the value of the bundle instantly understandable.

3. Interactive Product Selection

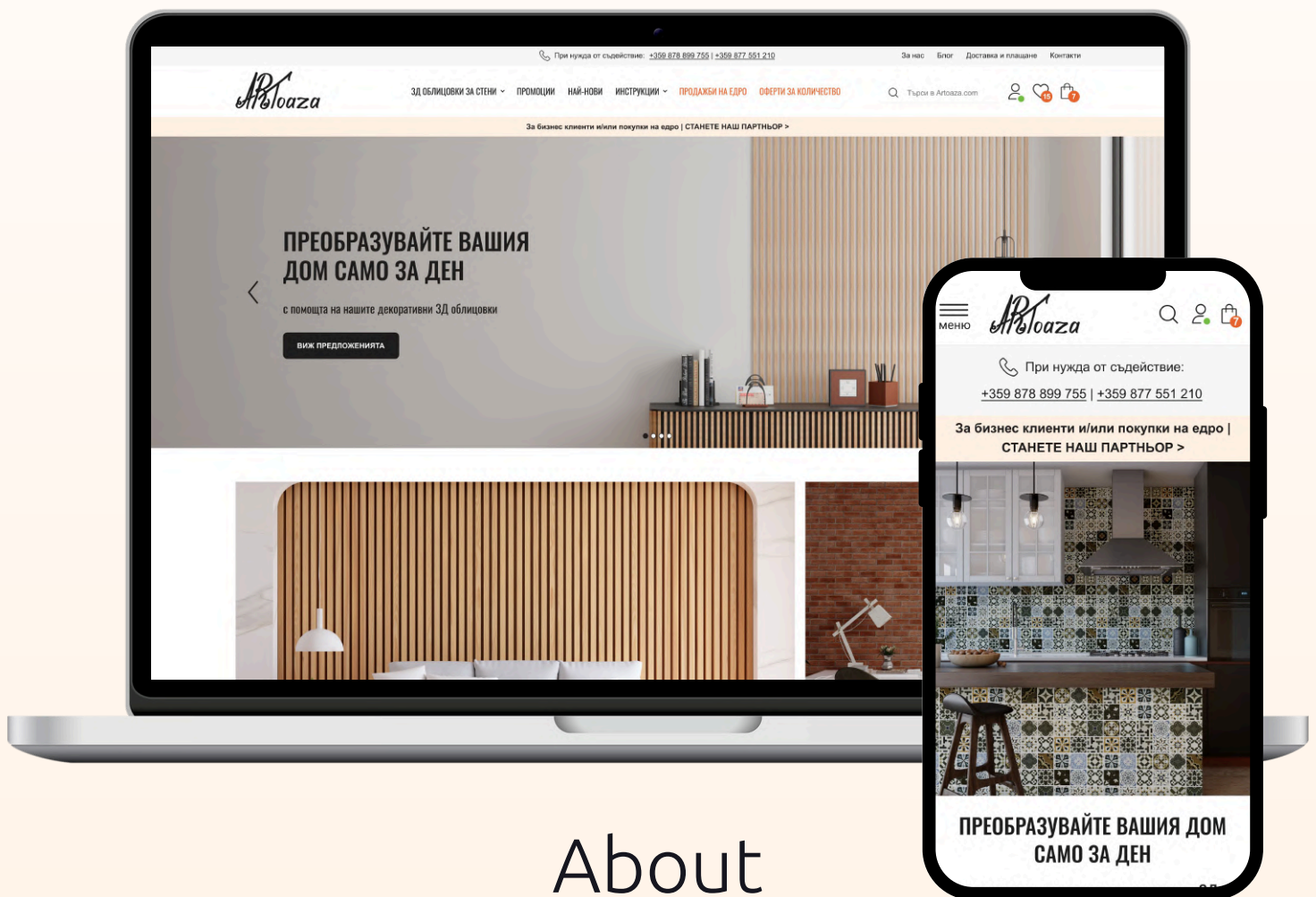
Each product tile includes a checkbox, thumbnail, price, and discount label. Selected products are highlighted, ensuring clear visual feedback.

4. Visible CTA Next to the Price

A single “Add All to Cart” button next to the bundle price streamlines the purchase decision.

Artoaza.com

Home and furnishings

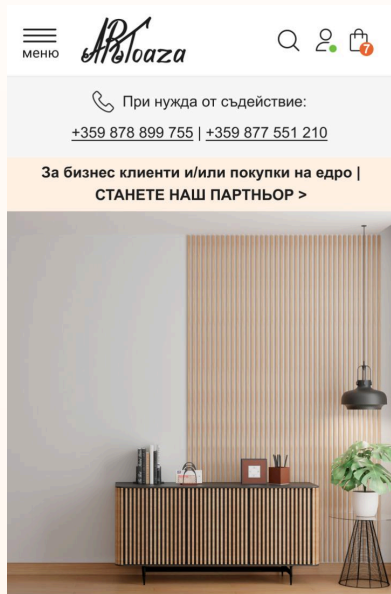


About

Artoaza is an importer of decorative 3D wall panels for every home. With their high quality and realistic designs, Artoaza's products give every interior a unique, stylish, cozy, and beautiful appearance - whether it's for refreshing a home space or designing public building interiors.

Design

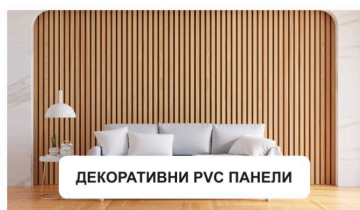
Warm and Energetic Tones



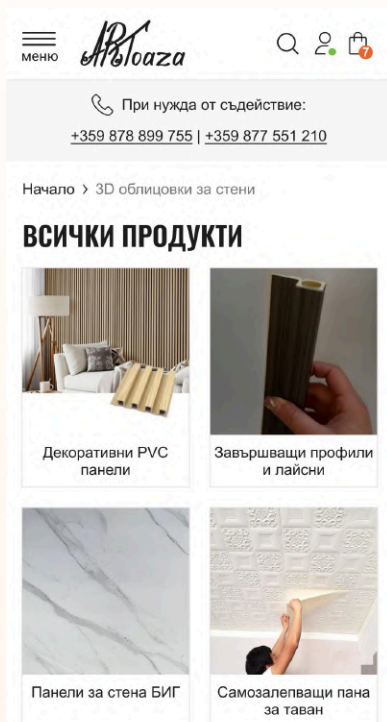
**ПРЕОБРАЗУВАЙТЕ ВАШИЯ ДОМ
САМО ЗА ДЕН**

с помощта на нашите декоративни 3Д
облицовки

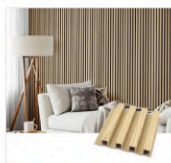
ВИЖ ПРЕДЛОЖЕНИЯТА



ДЕКОРАТИВНИ PVC ПАНЕЛИ



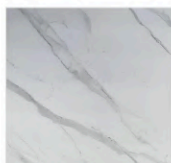
ВСИЧКИ ПРОДУКТИ



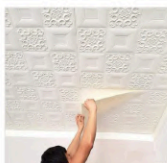
Декоративни PVC
панели



Завършващи профили
и лайсни



Панели за стена БИГ

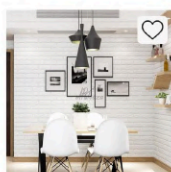


Самозалепващи пана
за таван

ФИЛТРИ

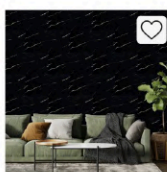
Артикули 1-20 от 200

Сортиране



3D тапет тухли в бяло

19,99 лв.



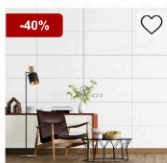
Самозалепващ панел
Аура

6,00 лв.



Самозалепващ панел
Бали

3,35 лв. 6,00 лв.

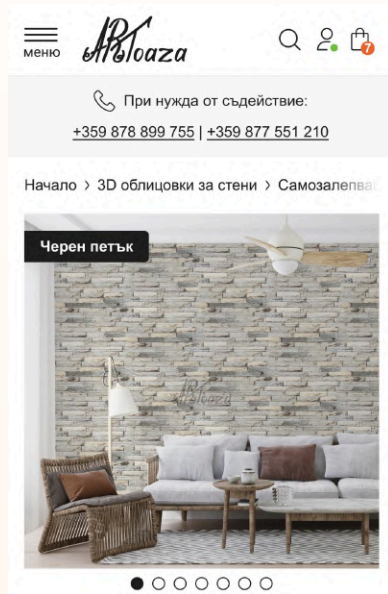


Самозалепващ панел
Бял Гланц

3,35 лв. 6,00 лв.

-40%

Очаквана доставка



Черен петък

**Релефни тапети имитация на камък в
бежово Корфу**

Код на продукта: **B142**

Тегло: 0.09 кг.

✓ В наличност

★★★★★ (2) | [Оцени](#)

- Размер 70x77см (Ш / В)
- Самозалепващи и много лесни за поставяне
- Безопасни, екологични, нетоксични и без мирис, подходящи за всяка стая
- Водостойчиви и могат да се мият
- Шумо и топло изолиращи

[Виж още](#)

[Инструкции за поставяне](#)

3,00 лв. 5,90 лв. (Цена за 1 брой)

Поръчай сега и получи в срок от 1-2
работни дни дни!

Избери размер:

3 мм

5 мм

-

1

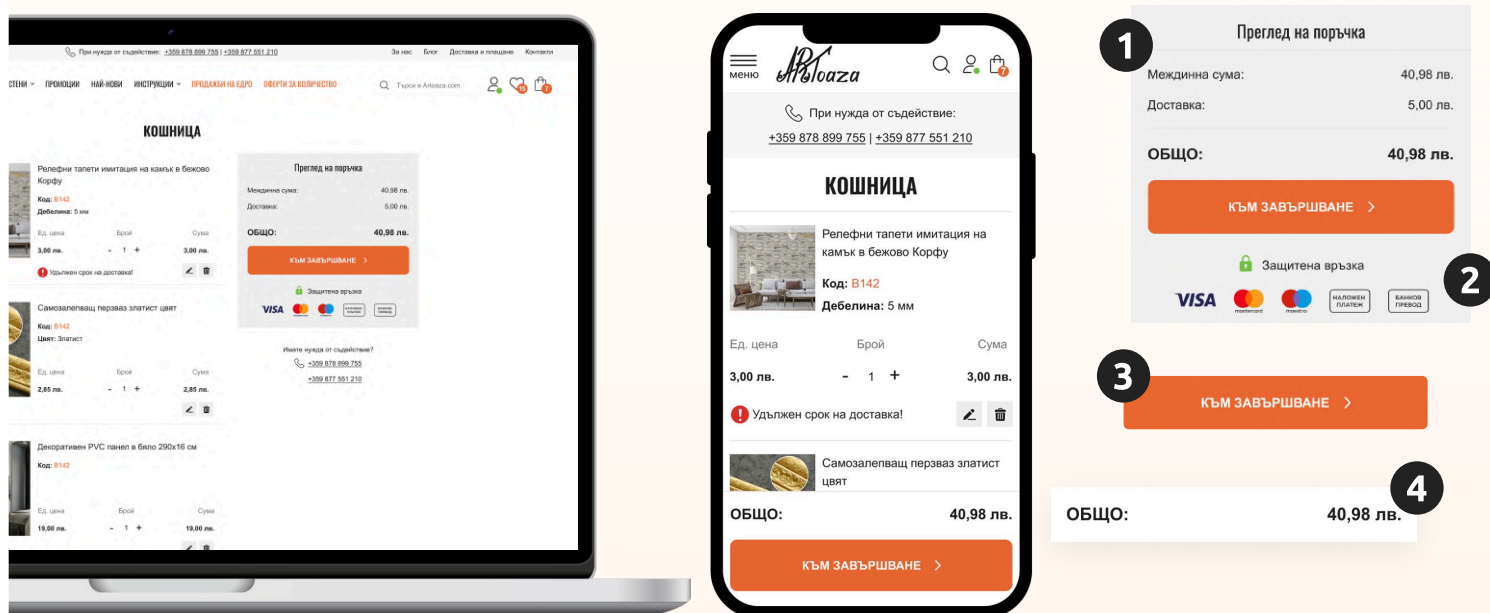
+

ДОБАВИ В КОЛИЧКАТА

tbi bank | Купи на вноски от 6,80 лв.

Highlights

Increasing Conversions with a Sticky Cart Button



1. Constant Visibility of the CTA Button

The “Proceed to Checkout” sticky button remains on the screen regardless of scroll position, ensuring the main action is always accessible.

2. Improved User Experience (UX)

Shortens the path to order completion and reduces the risk of cart abandonment.

3. Clear Visual Emphasis

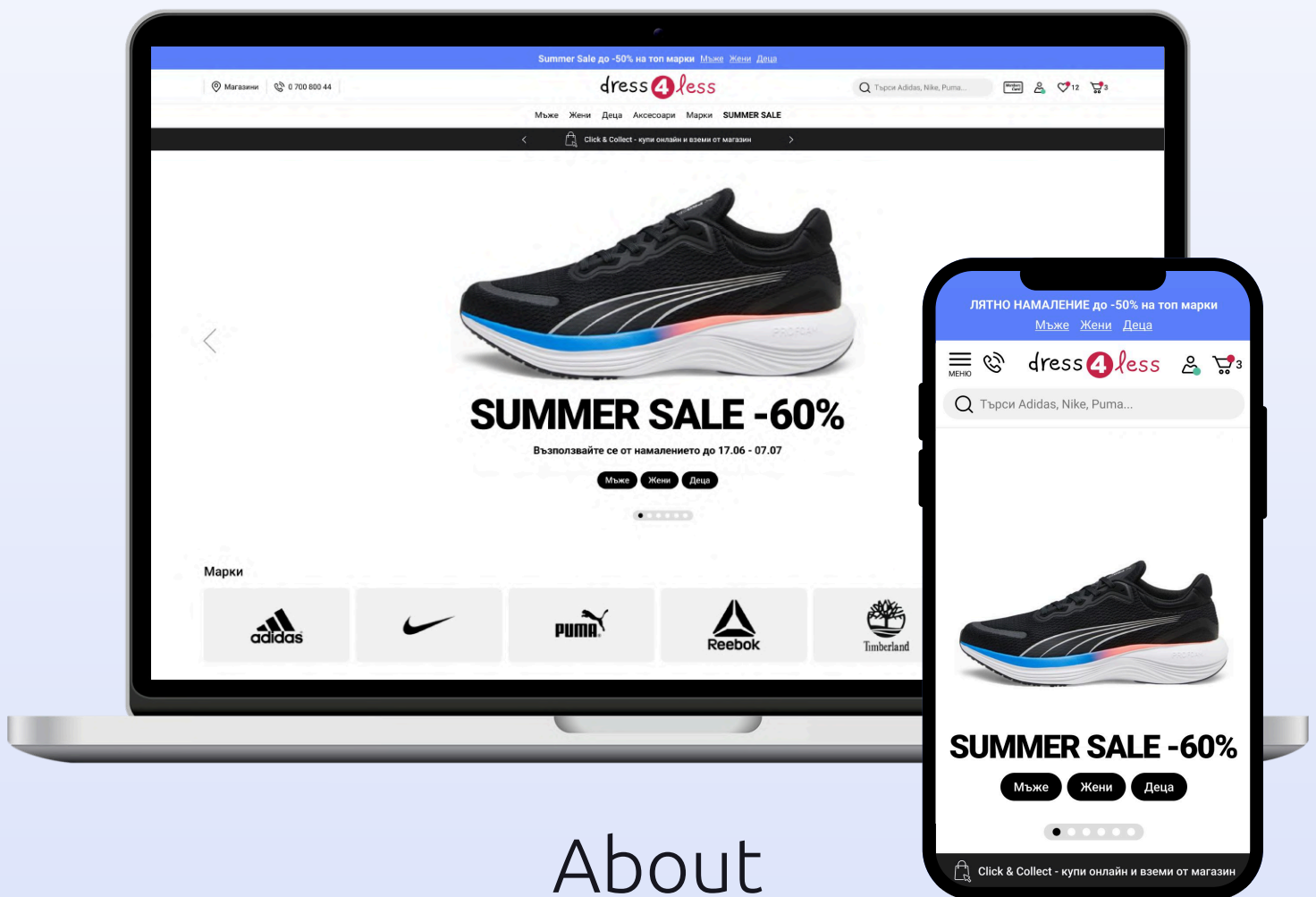
The button features a distinctive color and a sufficiently large size to stand out from the rest of the content. The arrow icon enhances intuitiveness.

4. Combining the Sticky Button with Key Information

Dynamic elements such as a subtotal can be added.

Dress4less.bg

Fashion

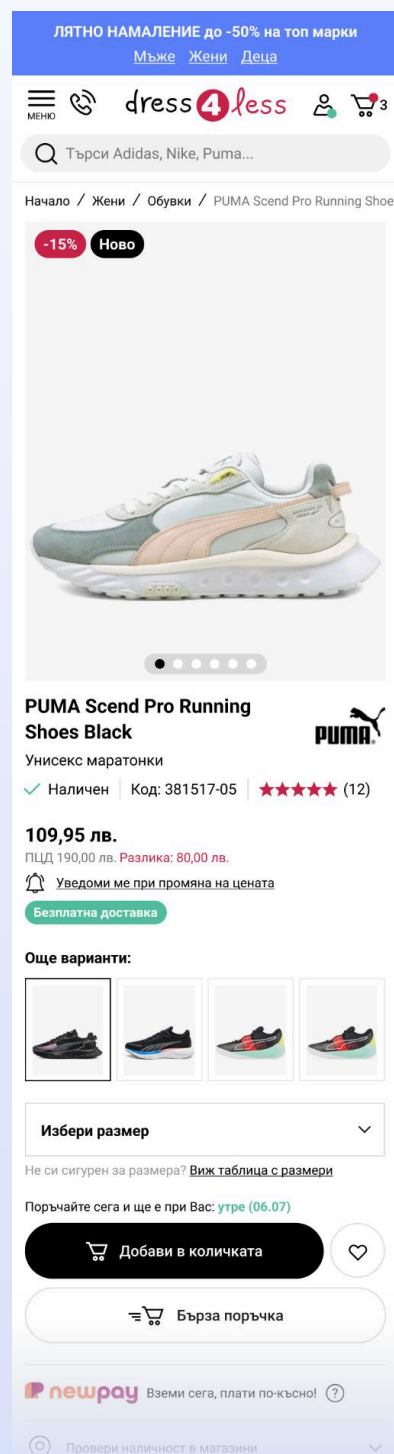
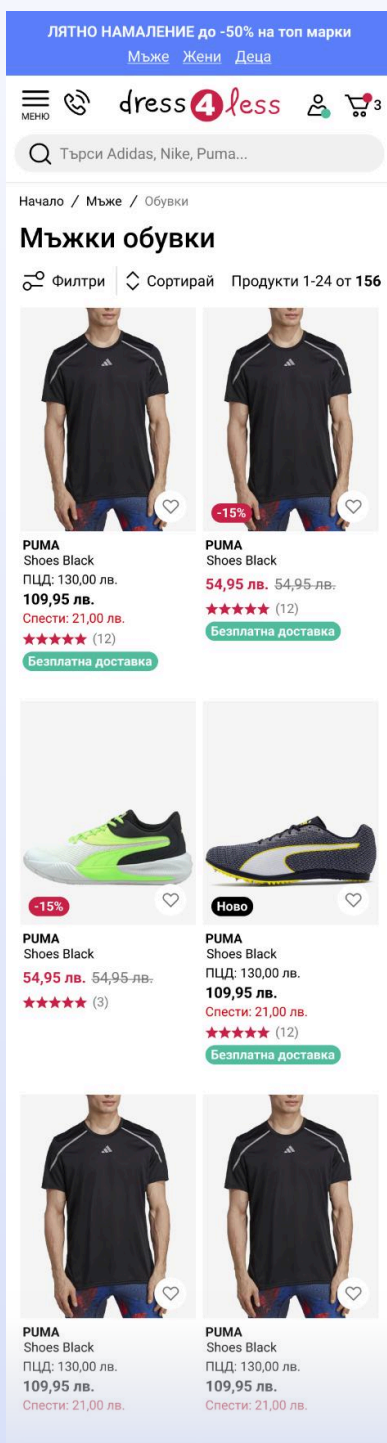
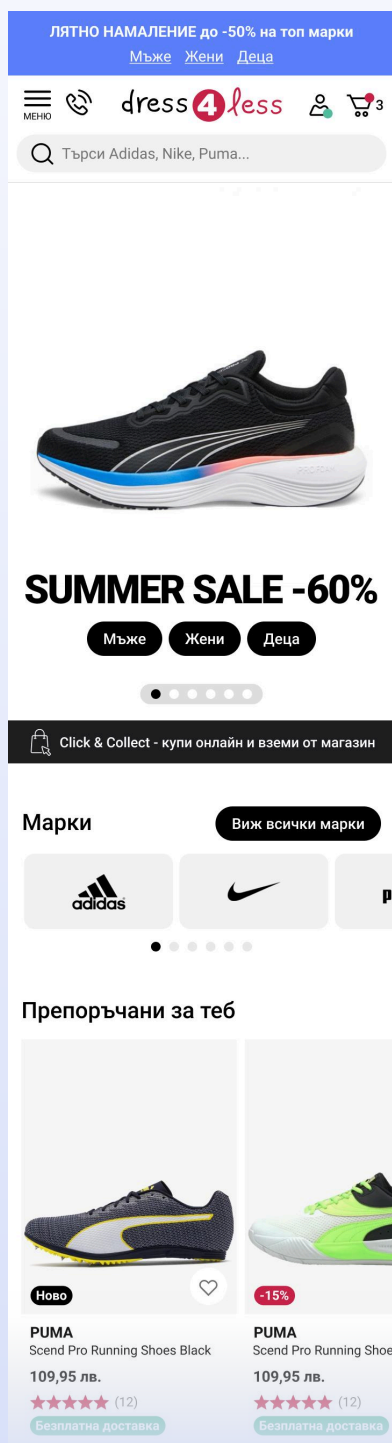


About

Dress4less.bg is a sports goods retailer with over 14 years of presence on the market. The brand offers original products from leading global brands such as Adidas, Nike, Puma, Reebok, Under Armour, and others - both online and in physical stores located in Varna, Shumen, Targovishte, Veliko Tarnovo, and Stara Zagora.

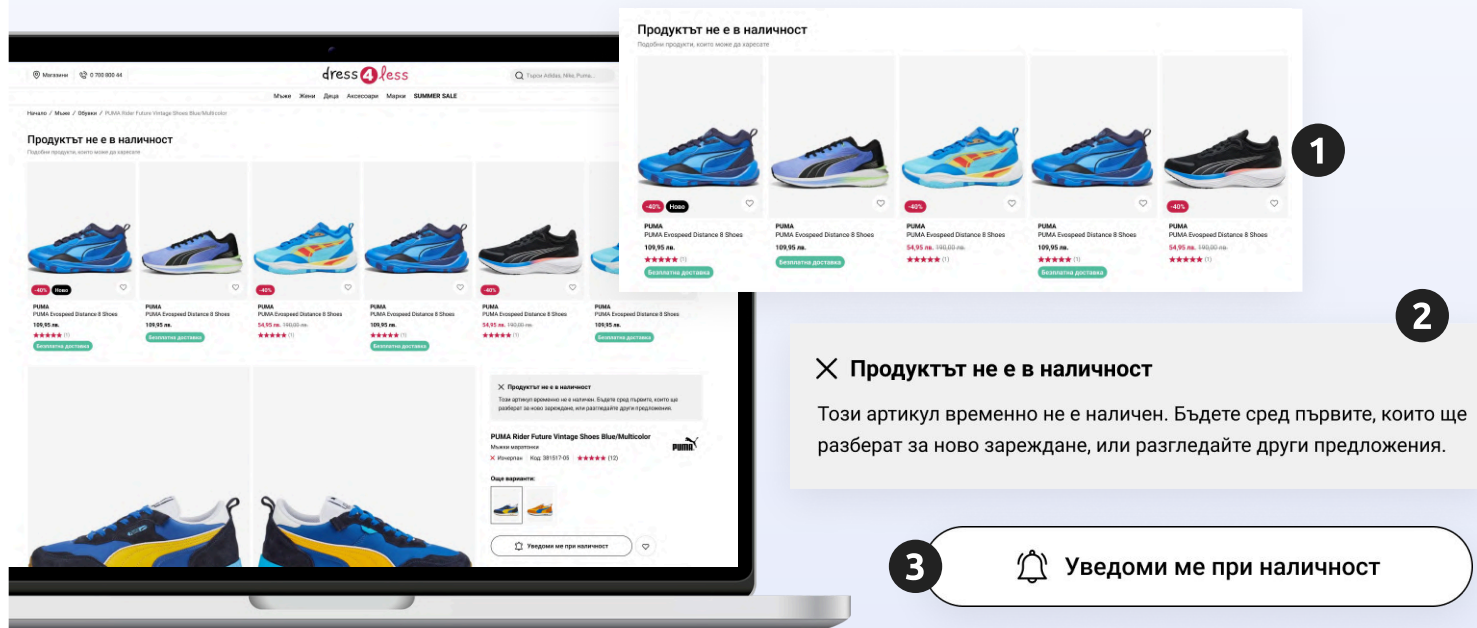
Design

Modern Interface with Bold Color Accents



Highlights

Out-of-Stock Product Page - UX Strategies for Retaining Users Navigation, Alternatives and Notifications



1. Alternative Suggestions - Similar Products

Keep users engaged on the site and increase the chances of conversion by offering relevant alternatives.

2. Clear Product Status Indication

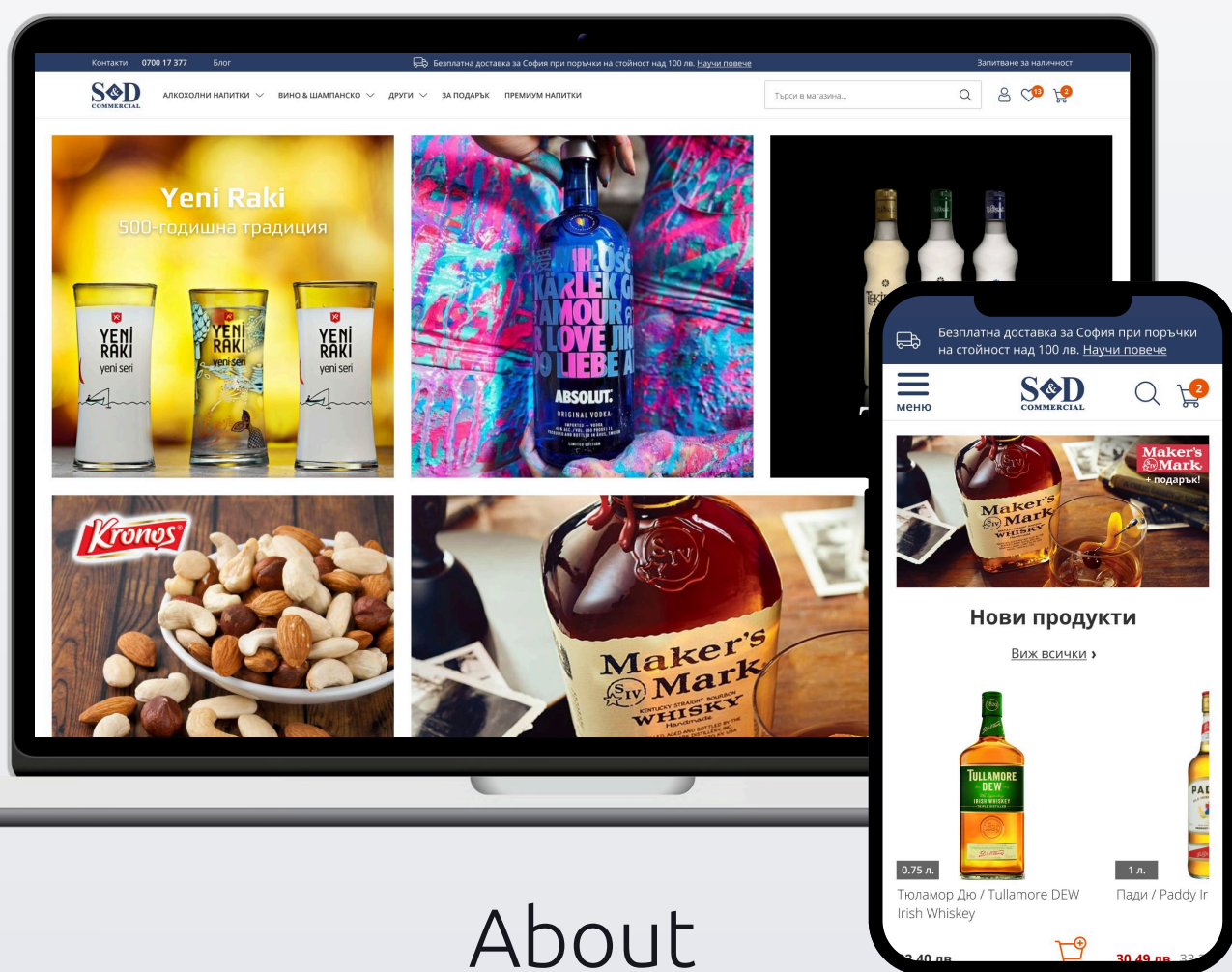
Builds transparency and trust by helping users quickly understand that the item is out of stock, preventing frustration.

3. Back-in-Stock Notification Option

Allows users to easily subscribe for a restock alert, maintaining their interest while also collecting valuable contacts for future sales.

Sid-shop.com

Food and drinks



About

Sid-shop.com is an established retailer specializing in the sale and distribution of branded alcoholic beverages and gourmet products. The company offers a wide assortment of whiskeys, wines, brandies, liqueurs, beer, and coffee, combining variety and quality with competitive prices and professional service for customers nationwide.

Design

Practicality and Trust

Безплатна доставка за София при поръчки на стойност над 100 лв. [Научи повече](#)



 **Поръчай продукти за над 100 лв. преди 12:00 ч. и ние ще ги доставим в София в рамките на същия ден!**
[Научи повече >](#)

Нови продукти

[Виж всички >](#)

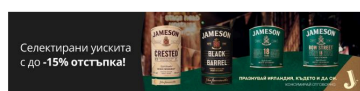


Безплатна доставка за София при поръчки на стойност над 100 лв. [Научи повече](#)



Начало > Уиски > Ирландско уиски

Ирландско уиски



Артикули 1-20 от 1835



Безплатна доставка за София при поръчки на стойност над 100 лв. [Научи повече](#)



Начало > Уиски > Ирландско уиски > Тюламор Дю



Тюламор Дю / Tullamore DEW Irish Whiskey

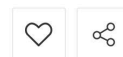
✓ В наличност Код: 11-074
★★★★★ (8) | [Оцени продукта](#)

29,50 лв.

 Обем: 0.7 л.
 Брой в кашон: 6 бр.



ДОБАВИ В КОЛИЧКАТА



 **Бърза доставка до 1 ден в София и до 3 дни в страната**

 **Безплатна доставка при поръчки над 100 лв. за София**

 **Вземете вашата поръчка на място от склада ни и се възползвайте от отстъпка!**

Highlights

Best Practices in 404 Page Design

1

Страницата, която търсите не може да бъде намерена.

Съжаляваме, но страницата, която търсите, не съществува или е била преместена.

[КЪМ НАЧАЛНА СТРАНИЦА](#)

2

Може да посетите и нашите категории:

[УИСКИ](#)

[ВОДКА](#)

[РАКИЯ](#)

[ТЕКИЛА & МЕСКАЛ](#)

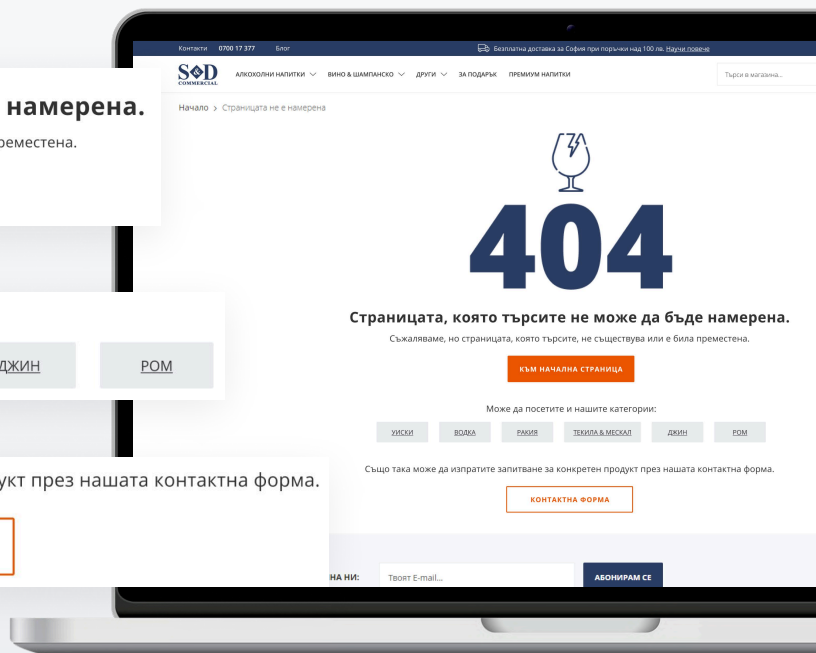
[ДЖИН](#)

[РОМ](#)

3

Също така може да изпратите запитване за конкретен продукт през нашата контактна форма.

[КОНТАКТНА ФОРМА](#)



1. Clear and Informative Message

A short message informs the user of the missing page and provides an easy option to return to the homepage.

2. Quick Links to Key Categories

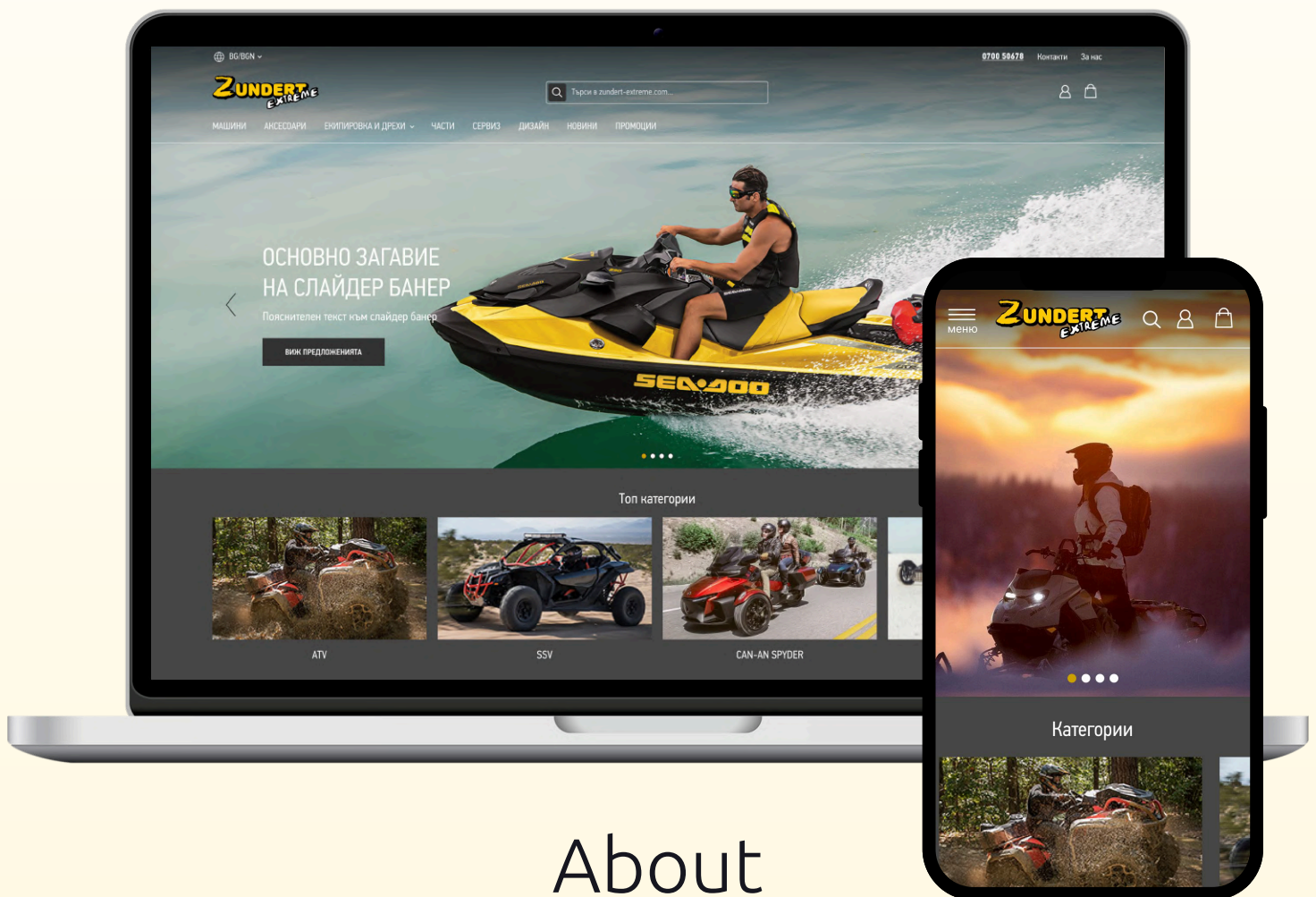
Providing direct links to top categories guides the user back to main content, simplifying navigation and maintaining shopping interest.

3. Option for Contact When Needed

If the user still can't find what they're looking for, a clearly visible link to the contact form offers an alternative for assistance. This reinforces trust and provides personalized assistance.

Zundert-Extreme.com

Entertainment and hobby



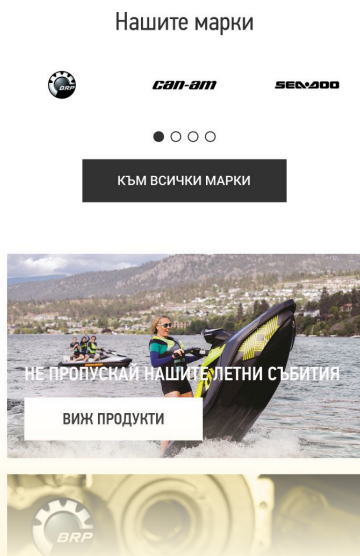
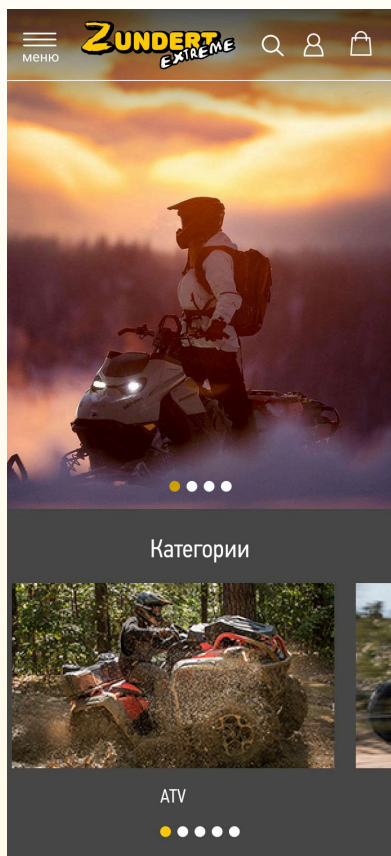
About

Zundert Extreme is the official representative in Bulgaria for the largest manufacturer of ATVs, jet skis, sports boats, snowmobiles, and outboard engines.

The company also offers a wide range of products and services from leading brands such as SEA-DOO, SKI-DOO, LYNX, and CAN-AM, and operates a licensed service center.

Design

Contrasting Elements with Bright Accents



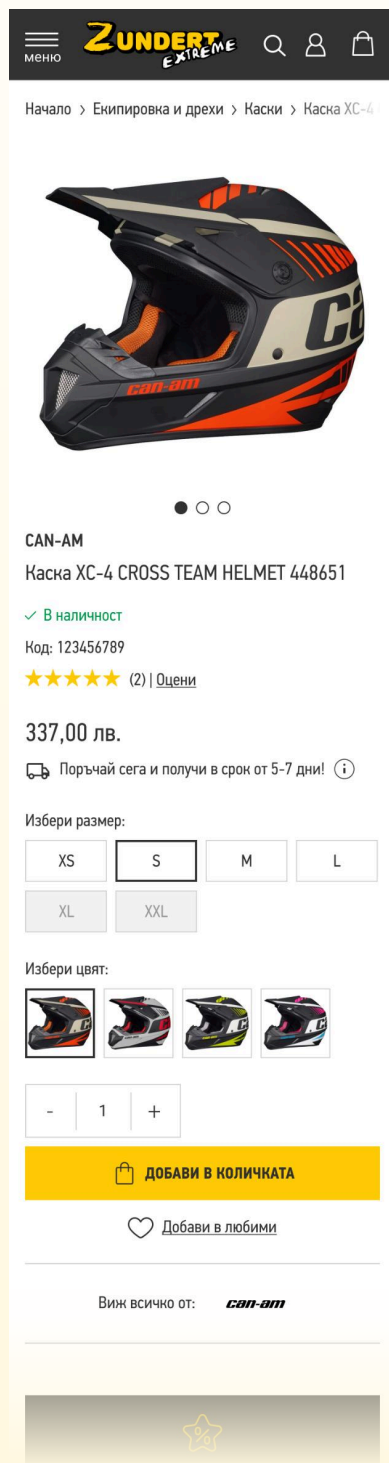
Артикули 1-20 от 200

Сортиране



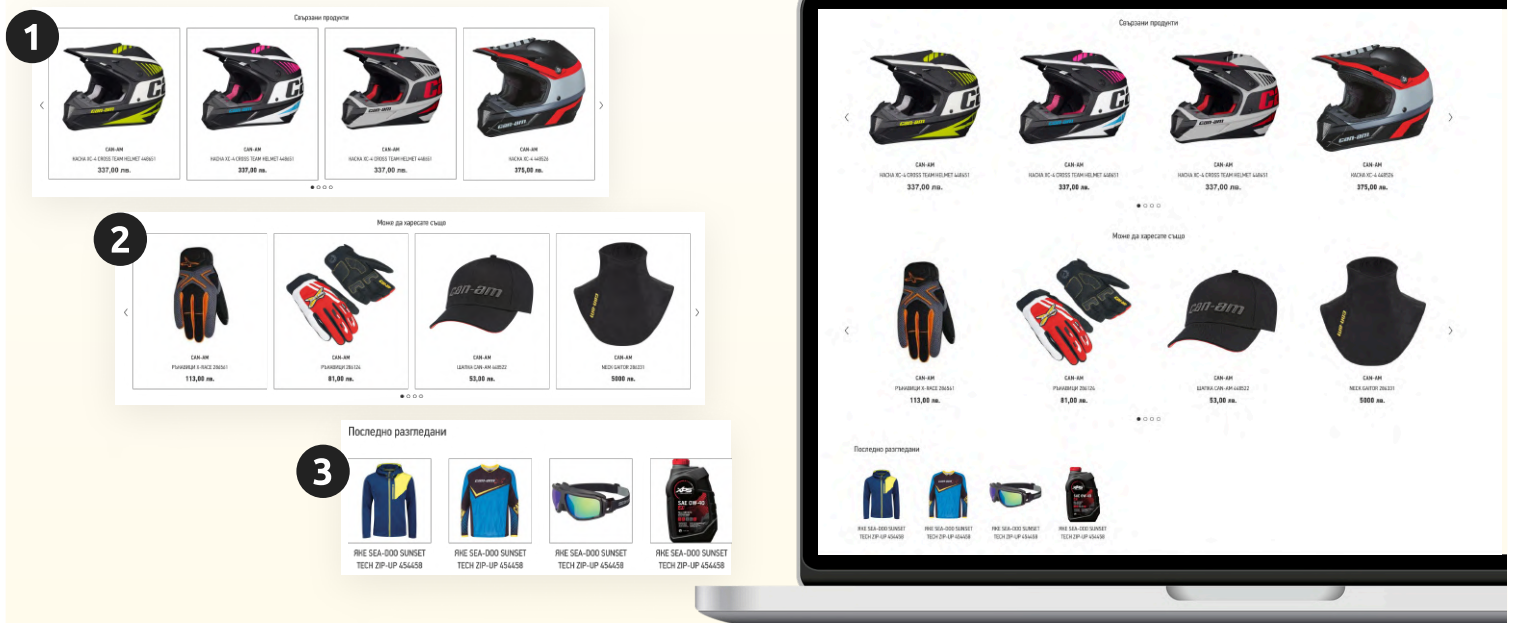
CAN-AM
CAN-AM RENEGADE X-NC 1000 T 2023

По запитване
От 38 076,00 лв.



Highlights

Up-sell and Cross-sell Products in Focus on the Product page



1. Up-sell Products

The slider displays options from the same category as the viewed product, including different colors, alternative brands, or higher-end models, with the goal of guiding the user toward a higher-priced item.

2. Cross-sell Products

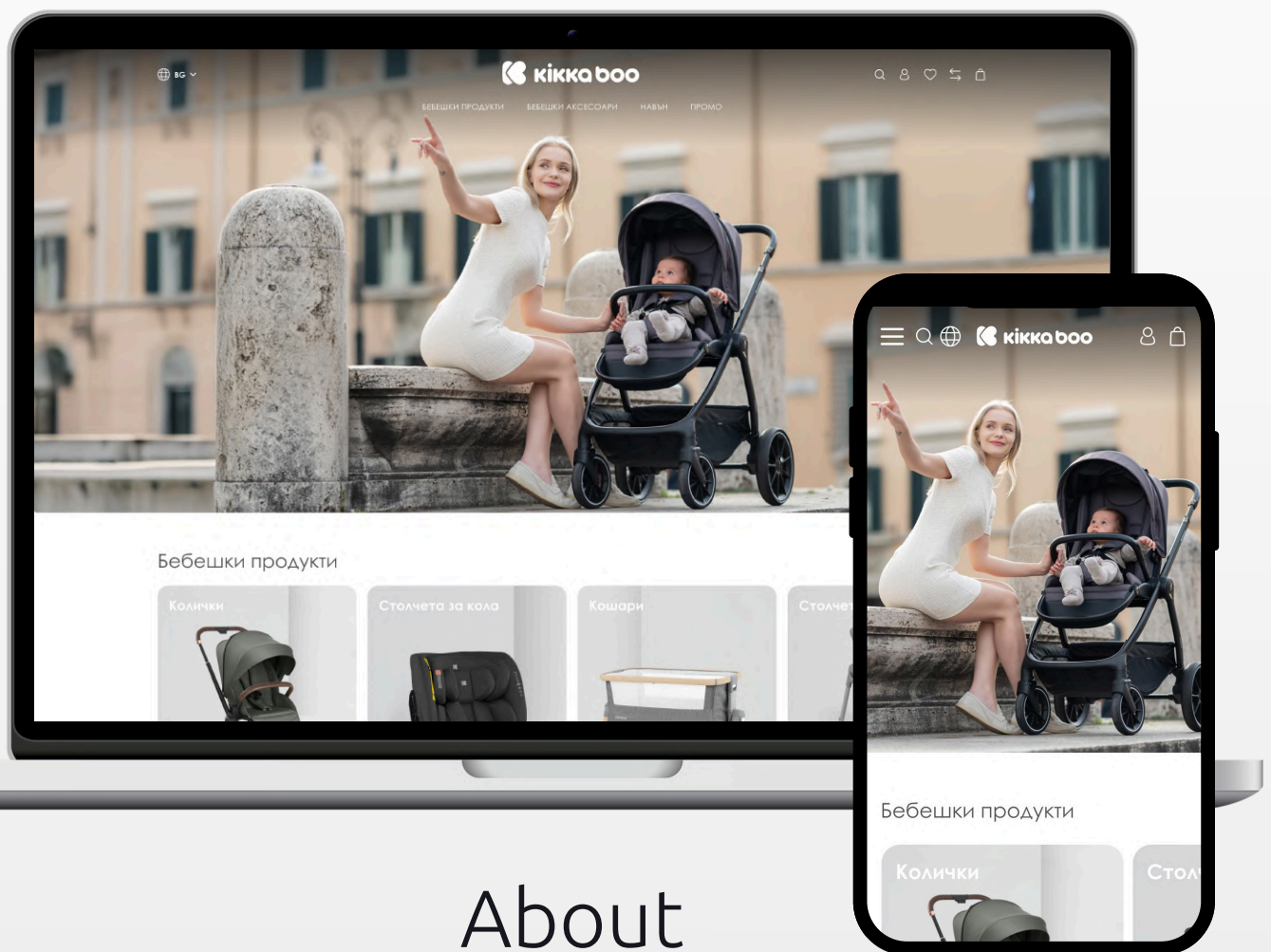
This is an opportunity to offer products from related categories that complement the main item, increasing the overall order value.

3. Recently Viewed Products

By displaying products the user has recently viewed, we make it easier to return to items of interest and reduce the risk of losing a potential sale.

Kikkaboo.bg

Children's goods

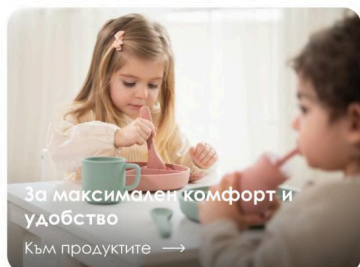


About

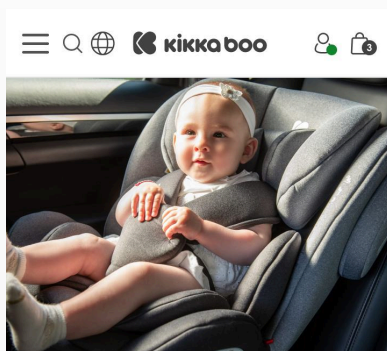
KikkaBoo is a Bulgarian brand for baby and children's products, offering a wide range of strollers, car seats, cribs, high chairs, accessories, and toys. The company combines style, convenience, and safety, with presence both online and through an extensive distribution network in Bulgaria and abroad.

Design

High-End and Modern Aesthetic



Бebешки продукти



Начало > Бебешки продукти > Столчета за кола

Столчета за кола

ФИЛТРИ

Най-нови

BESTSELLER



★★★★★ (12)

Стол за кола Amani Beige

- 0-13 кг (група 0+);
- Включени адаптатори;

1099,00 лв.



BESTSELLER

0+ (до 13 кг)



Начало > Столчета за кола > Стол за кола 0-1-2 (0-...

BESTSELLER

НОВО

-15%

i-SIZE



Twister ISOFIX Grey 2020

Стол за кола 0-1-2 (0-25 кг)

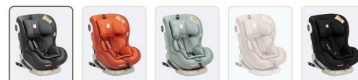
✓ В НАЛИЧНОСТ

SKU: 31002020068

★★★★★ (21) | Оцени

154,38 лв. 237,50 лв.

Още цветове:



Добави в кошницата



tbi bank Купи на изплащане | Виж вноските

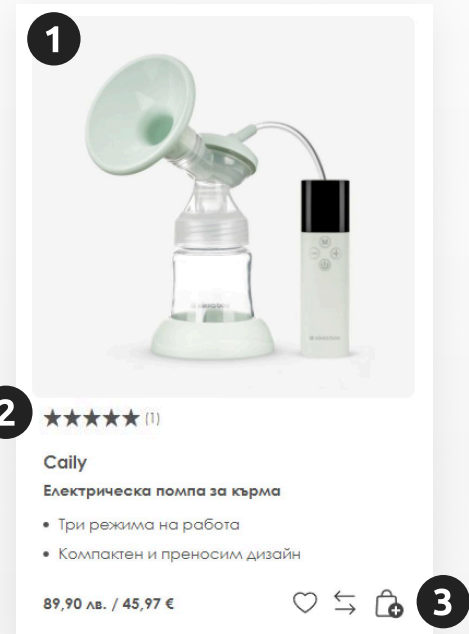
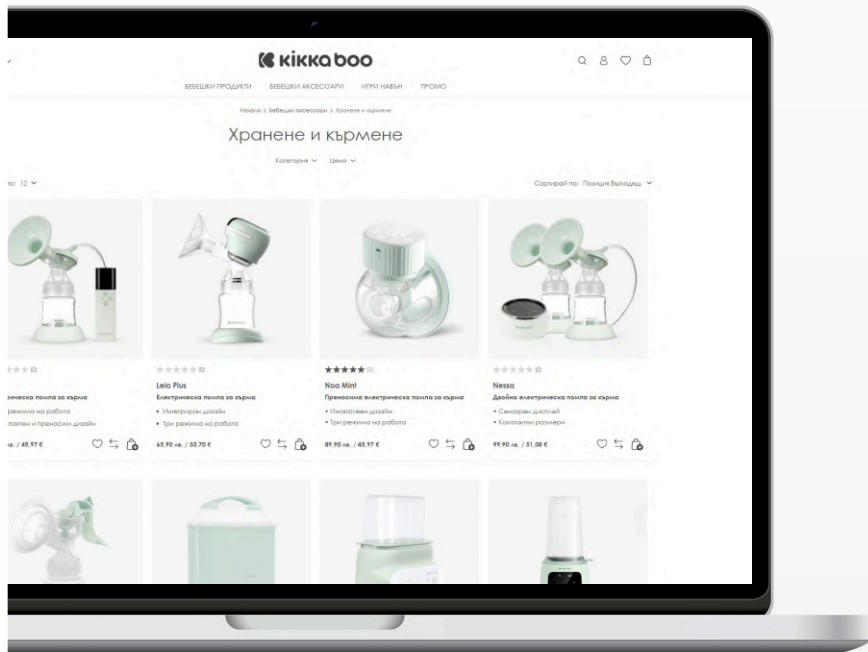
Поръчайте сега и ще получите в срок до 5-7 раб. дни! ⓘ

Описание



Highlights

Make Shopping Easier Directly from the Category Page



1. Clear Product Presentation

Each item is displayed with a clear image and key information - name, features, and price. This allows users to quickly orient themselves and compare products.

2. Visible Ratings and Key Highlights

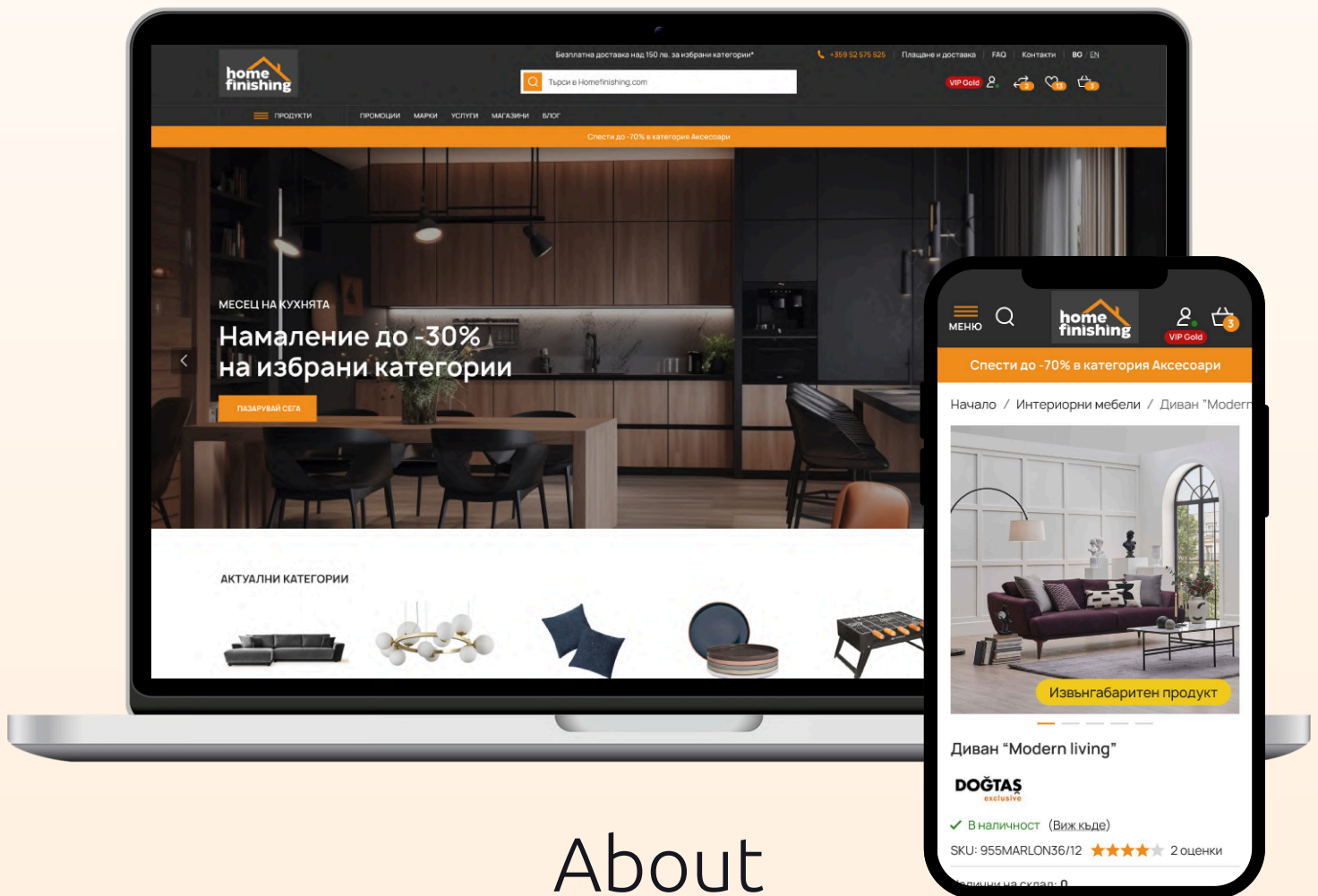
Star ratings and brief benefits (e.g. “compact design” or “three operating modes”) build user trust and draw attention to the most important factors for purchase decisions.

3. Easy Access to Actions

Buttons for “Add to Favorites,” “Compare,” and “Add to Cart” shorten the path to action and improve navigation and selection convenience.

Homefinishing.com

Home and furnishings

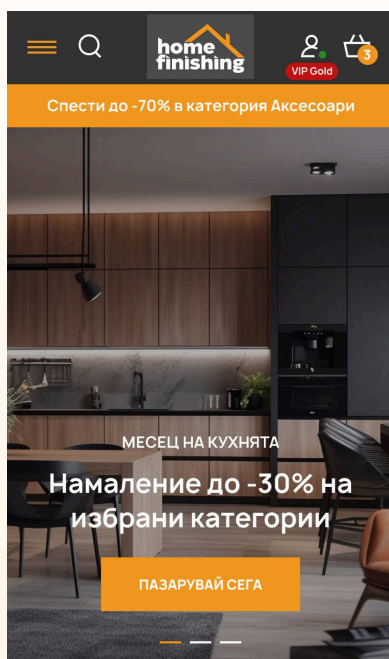


About

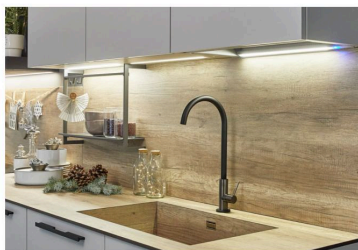
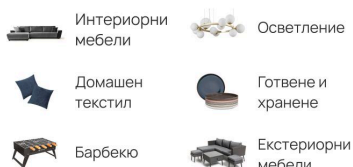
Home Finishing is an international brand with a chain of stores specializing in the sale and distribution of products for home finishing, renovation, and furnishing. The company offers its customers a rich catalog of products and services for the design, delivery, and installation of solutions for both interior and exterior spaces.

Design

Warm, earthy tones and a sense of coziness

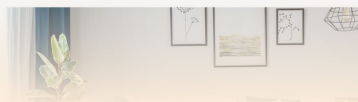


АКТУАЛНИ КАТЕГОРИИ



Плотове за кухня

[ВИЖ ПРЕДЛОЖЕНИЯТА](#)



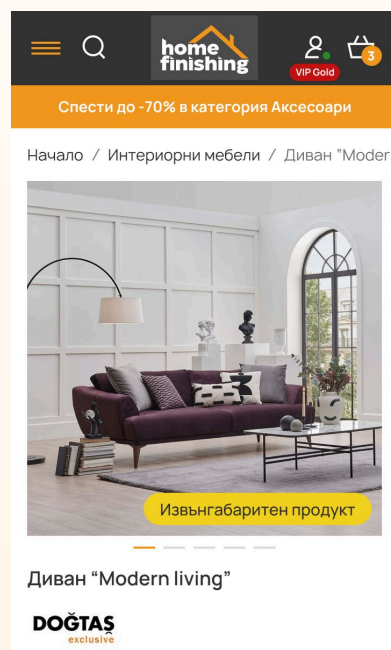
Примерно заглавие на продукт 1250,00 лв.

SKU: 156546688

Срок на доставка 3-5 раб. дни



ДОБАВИ В КОЛИЧКАТА



Налични на склад: 0
При поръчка над складовите наличности - срока за доставка е от 10 до 15 дни.
Налични разопаковани/мостри: 3
Виж продуктите

Цена за Вас: **-15% 2520,00 лв**

(за 1 бр.) Цена с ДДС

Каталожна цена: 2560,00-лв

Извънгабаритен продукт *
[Възможности за доставка](#)

Позиция подлакътник диван:

Имаш нужда от помощ с монтажа?

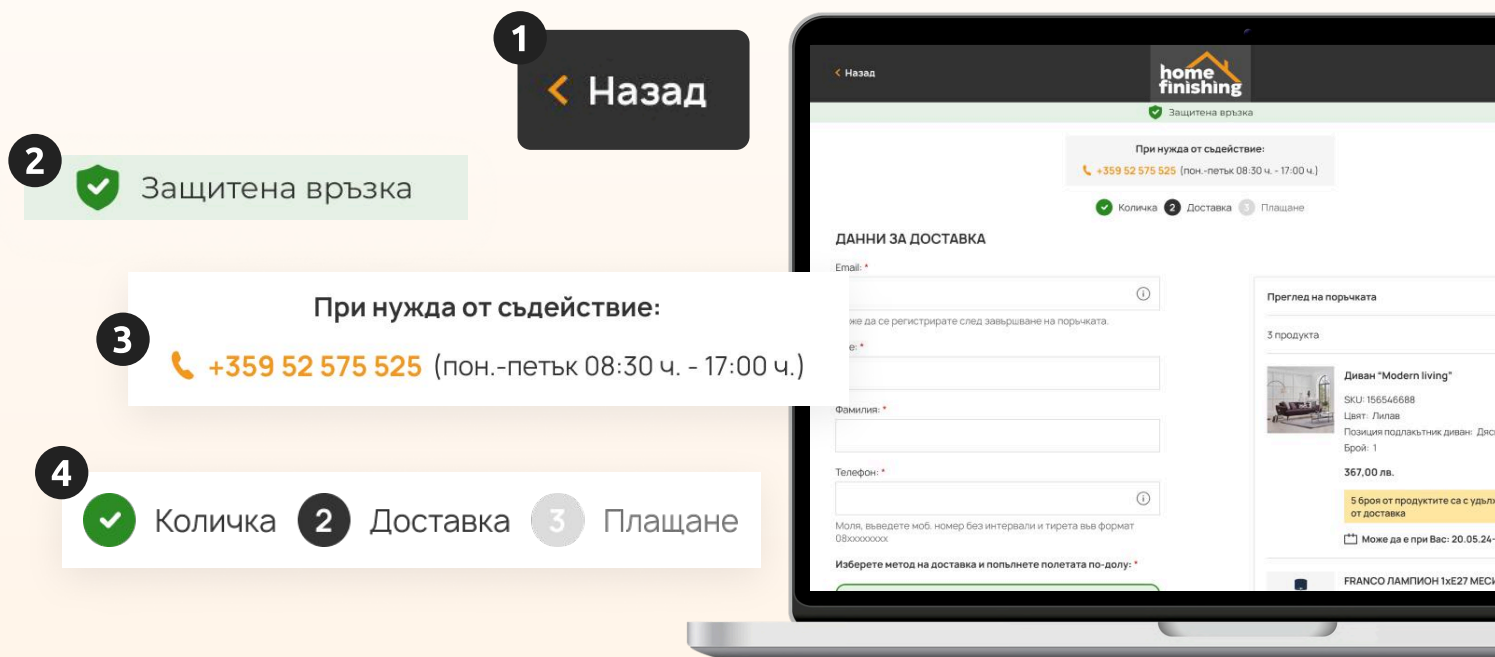
☐ Желая оферта за монтаж

ДОБАВИ В КОЛИЧКАТА

Лизингов калкулатор

Highlights

Trust and control in the checkout process



1. Control over the Process - a "Back" Button

Allows the user to go back to the cart without losing their progress.

2. Visual Security Indicators

A secure connection badge displayed at the beginning of the checkout process - placed prominently - increases user trust that personal data is protected.

3. Easily Accessible Customer Support

Displaying a phone number and working hours directly within the checkout signals that help is just a click away, reducing cart abandonment.

4. Clearly Visualized Checkout Steps (Progress Bar)

Improves user orientation and shows the next steps in the checkout process.



Digital Commerce | Since 2004

We hope that these 10 proven UI/UX practices have helped you understand how small design details can increase both sales and customer satisfaction in your online store.

Apply these principles through professional design created by an experienced team that truly understands e-commerce.

Learn more about the service "UI/UX design for online stores" at **stenikgroup.com**.

Are you ready for the next step?

Boost your sales with expert
UI/UX design from Stenik

Discover more



stenikgroup.com