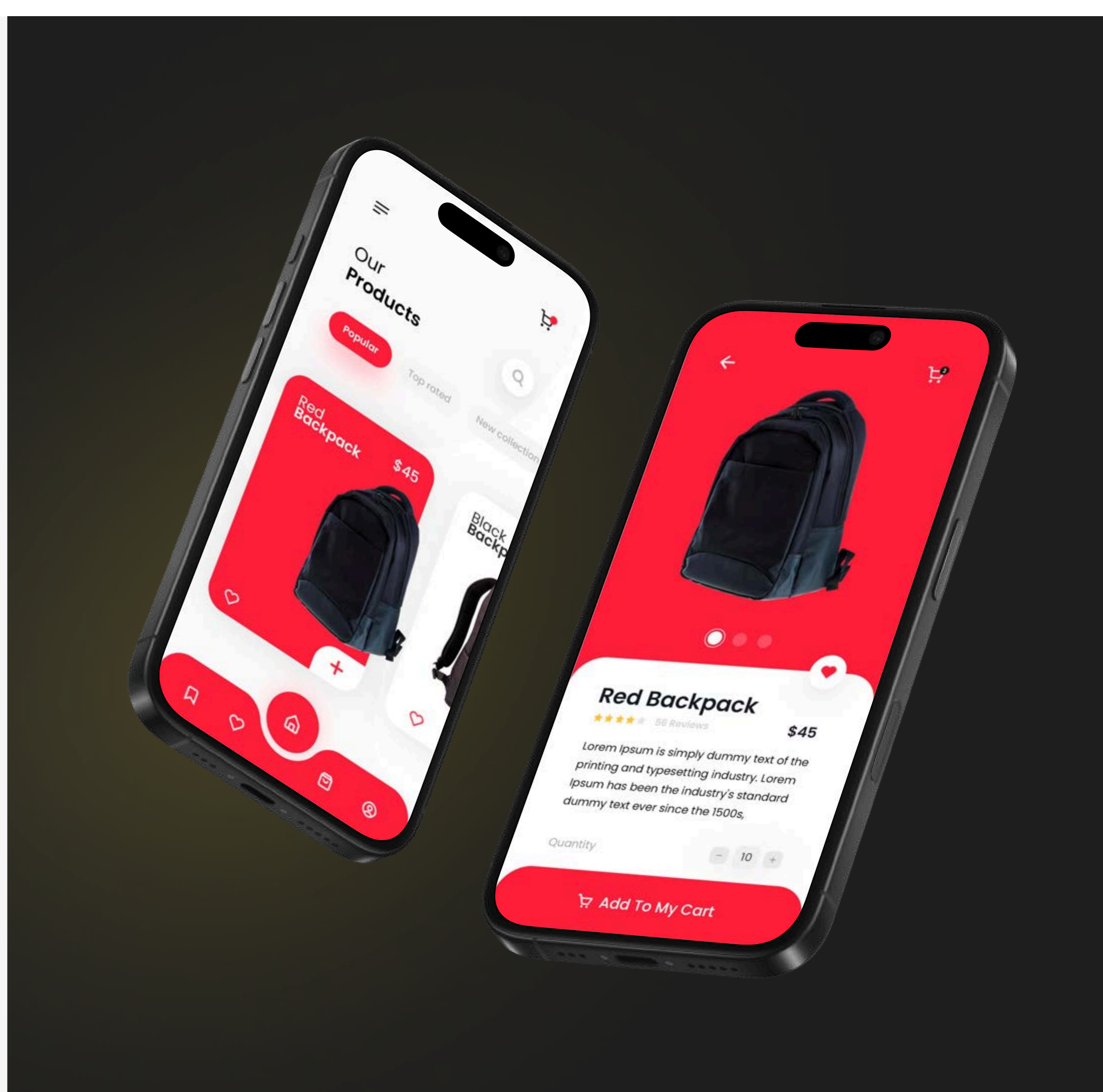


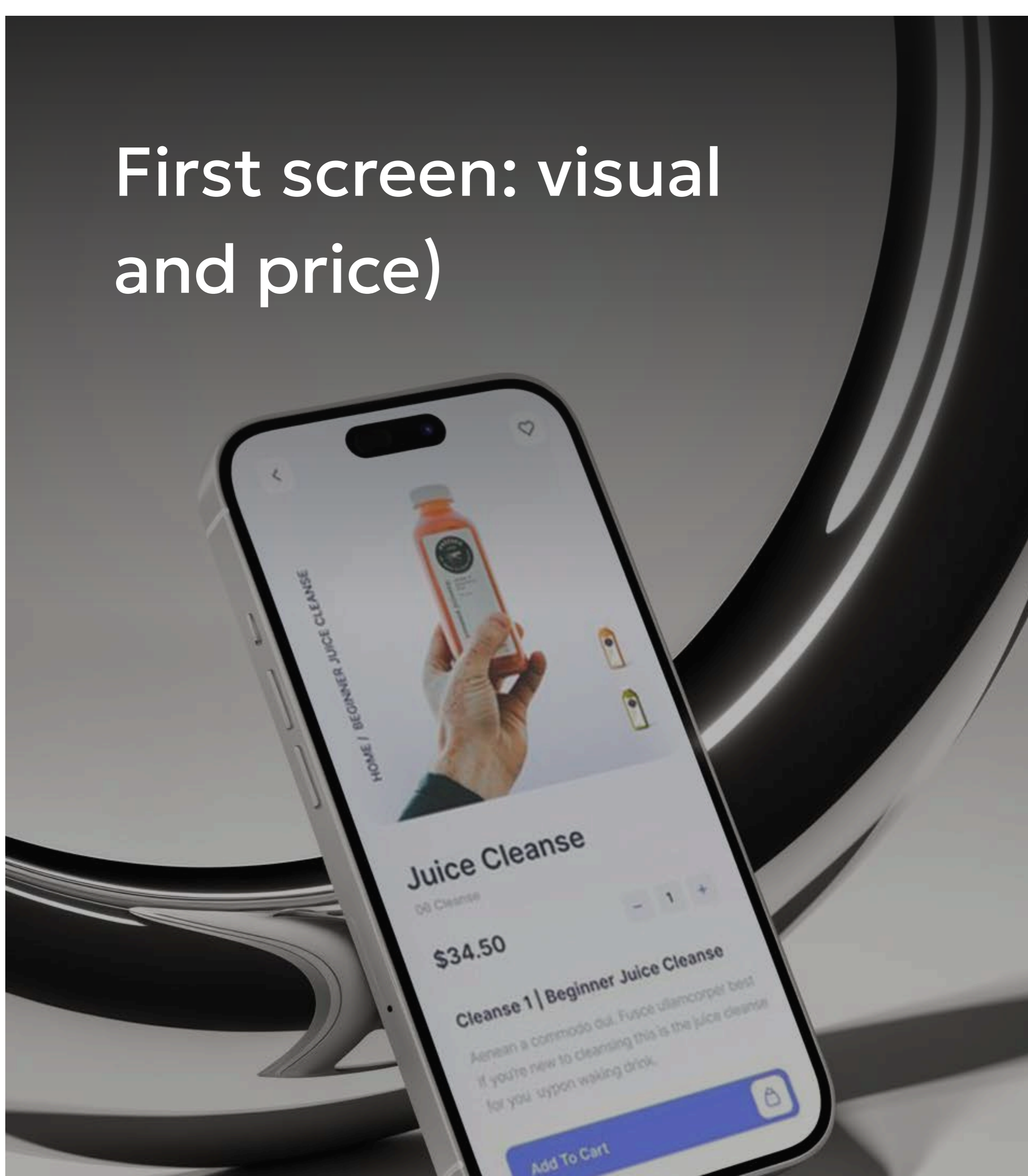
# UX-GUIDE

## Anatomy of the ideal product card

// How a product page should look to turn visitors into buyers



### First screen: visual and price)



#### Block "What I see"

- High-quality photos and videos:**
  - Show the product from all sides, in detail, and in the context of use.
- Zoom:**
  - Provide the ability to view details.
- Gallery:**
  - Convenient navigation between images.

#### Block "What I get"

- Product name:**
  - Clear and understandable.
- Price:**
  - Large, noticeable. The old price (if there is a discount) should be crossed out.
- Button "Buy" (CTA):**
  - The brightest element on the page.
- Information on availability:**
  - "In stock," "Running low."
- Brief advantages (bullet points):**
  - 3-4 key product benefits.

/First screen: visual and price)

02

#### Block "Full description"

- Benefits, not features:**
  - Tell how the product will solve the client's problem.
- Structured text:**
  - Use subheadings, lists, highlighting.
- Technical specifications:**
  - Display in a separate tab or block for those who are interested.

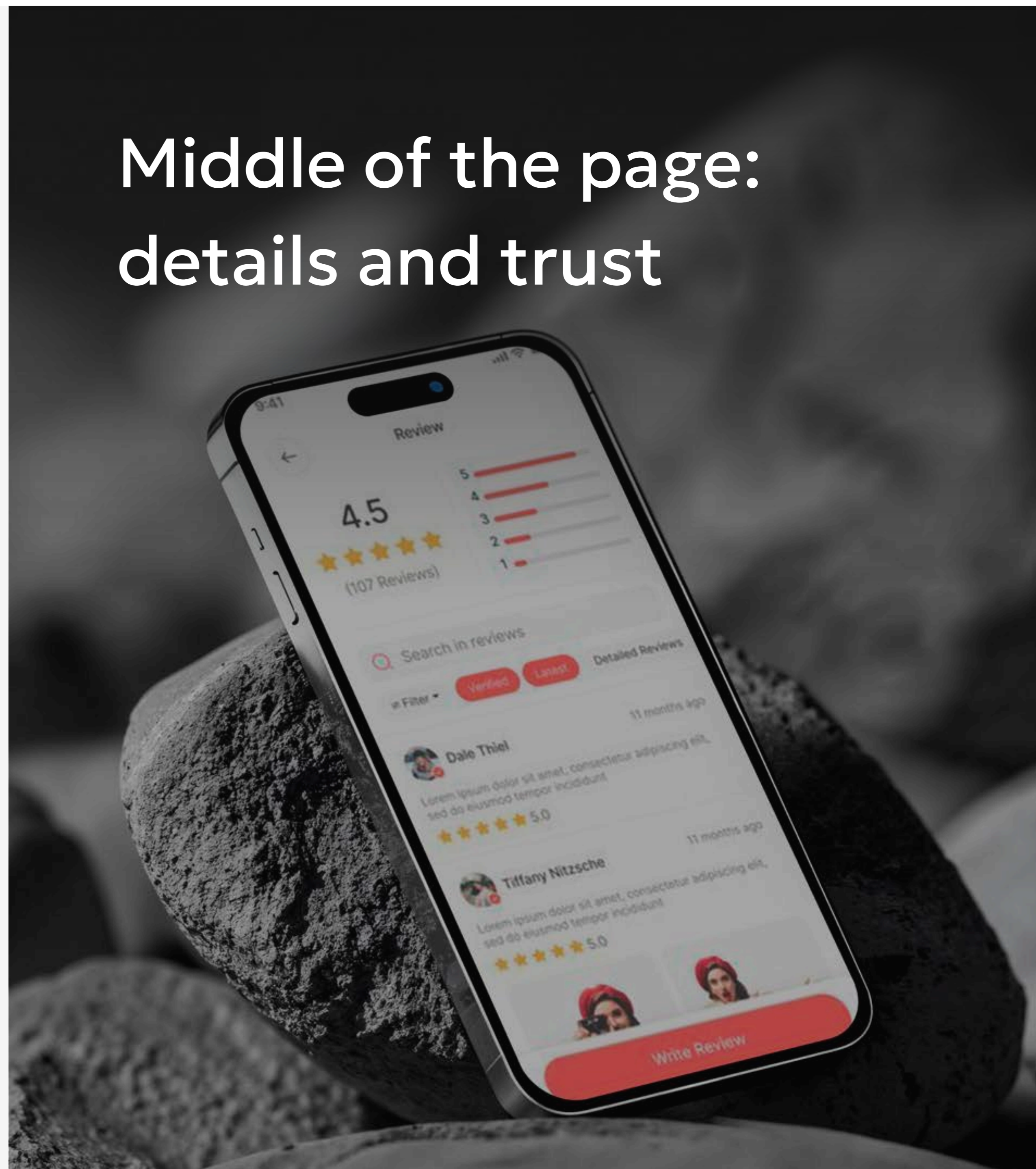
#### Block "Social Proof"

- Customer reviews:**
  - Post 2-3 best reviews directly on the page.
- Rating (stars):**
  - A visual element that instantly inspires trust.

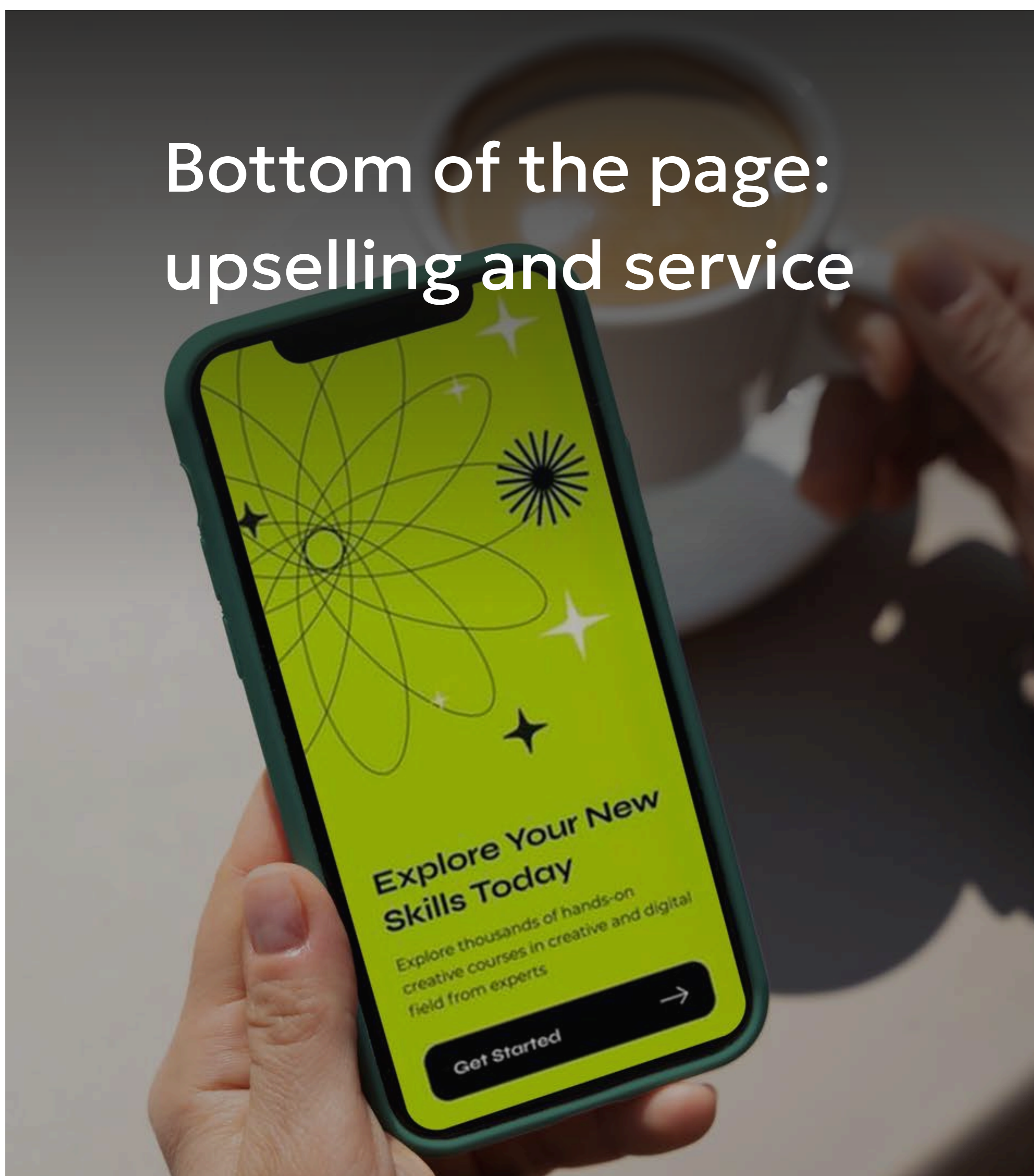
/Middle of the page: details and trust

03

### Middle of the page: details and trust



### Bottom of the page: upselling and service



#### Block "Upselling" (Cross-sell/Up-sell)

- "Customers also buy with this item":**
  - Offer related products (for example, a case for a phone).
- "You might also like":**
  - Show similar or alternative models.

#### Block "Service and Guarantees"

- Information on delivery:**
  - Clearly state the terms and cost.
- Payment methods:**
  - List all available options.
- Terms of return and warranty:**
  - Remove the client's last doubts.

/Middle of the page: details and trust

04

## YOUR PRODUCT CARDS can sell more

We will analyze it, find weak points, and provide 3 concrete tips on how to increase conversion.

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05

