

Product list / grid item - Quick view (a.k.a. quick look).

What: A dynamic layer that floats above the product list / grid and provides basic product information, viewing tools and add to cart mechanism .

When: Whenever you expect your customer to view many products before making a purchasing decision. Especially applicable for apparel, shoes and jewelry.

Why: Quick view keeps the shopper in context by not taking him/her away from the current page and reduces the need to navigate back and forth between product lists and product detail pages. As a result, the shopper can see more products which increases the odds of purchasing.

How: Guidelines:

- Ensure that Quick View is actually quicker than viewing the full product page.
- Consider using tabs to let the customer see more product information without having to open PIP (see [anthropologie.com example](#)).
- Offer quick zooming in quick view. Use all available quick view window/layer area (see [anthropologie.com example](#)).
- Don't use product grid thumbnails in Quick View as they are not detailed enough (see [columbia.com example](#)).
- Ensure that product images available in Quick View are significantly more detailed than product list / grid item thumbnails.

Required elements:

- Essential product information: name, overview, price, stock status.
- Product views & zoom.
- Add to cart mechanism.
- Link to full product details.

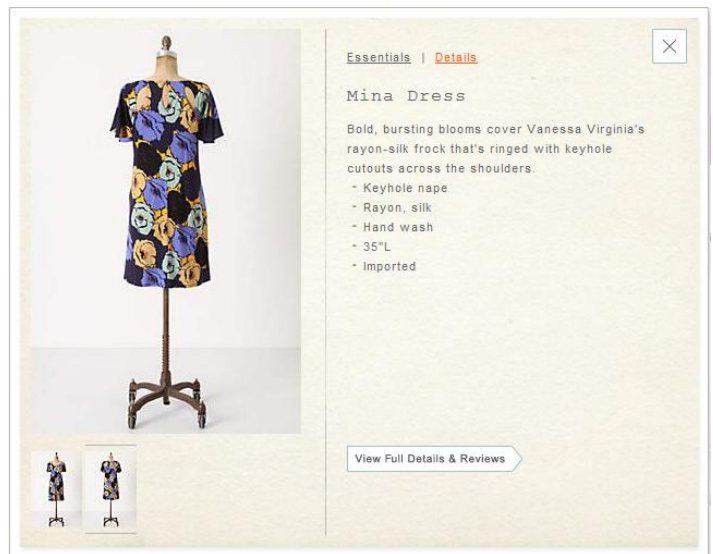
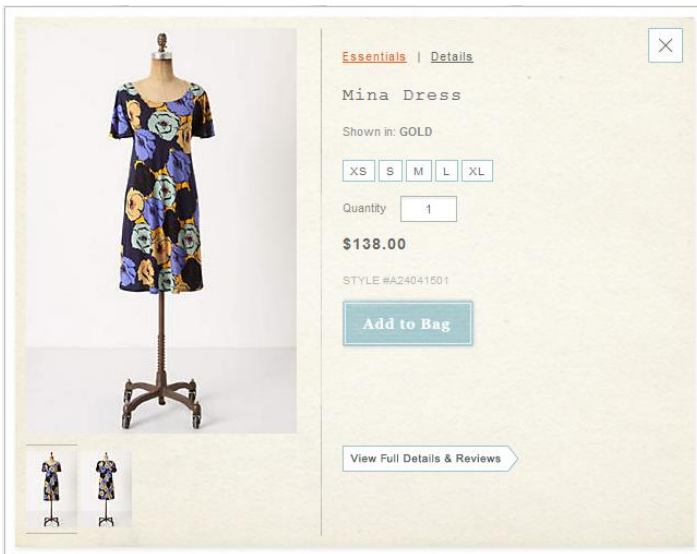
Optional elements:

- Additional information, such as care instructions or details that are not visible in images for apparel.
- Add to wish list & "sharing" buttons.
- Add to product comparison.

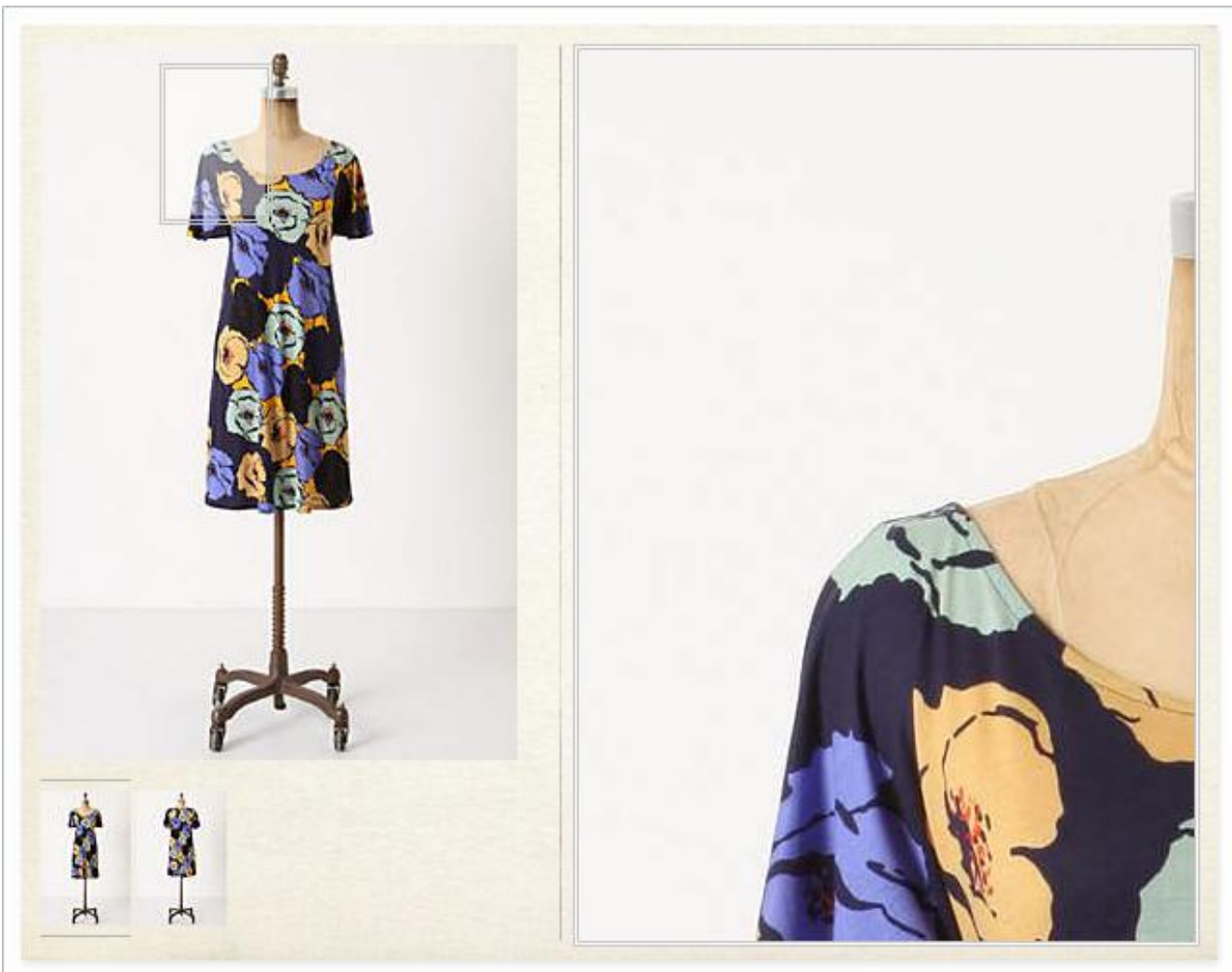
Leaders: Anthropologie.com

Examples:

Good: Quick view on anthropologie.com is clean, while offering all essential information: front & back view of the item with quick zoom, the add to cart mechanism, and a details “tab” for info about construction details and care.



Good: Quick zooming on anthropologie.com's quick view popup. This about as good as they get. Nice!



Poor. The Quick-Shop feature on columbia.com uses the existing product thumbnail + displays the variation selection layer next to it. Unfortunately the product grid image is too small to be useful. Just look at how much better the larger layer and dedicated images work in anthropologie.com's Quick View feature above.

Men's Tectonic Access™
Softshell
\$100.00


image too small



Men's Supah Buttah™ Softshell
★★★★★ (10)
\$120.00

Style #: WM6651

Color: **Metal, Blade, Aut Orange zips**






Size:

Quantity:
 ▼

Price: \$120.00

ADD TO CART ADD TO WISH LIST

Image Size:   

Viewing 1 - 12 of 12