

# E-Commerce UX Awards: Baymard Institute Announces 2023 Winners

*Baymard Institute, an independent web research organization in the field of User Experience (UX), releases annual list of Top 1% E-Commerce UX Award winners.*

COPENHAGEN, DENMARK, December 5, 2023 /EINPresswire.com/ -- [Baymard Institute](https://www.baymard.com) is awarding those companies with the top 1% UX performance across 18 industries, as well as the top 1% UX performers within specific categories.

“We want to recognize and congratulate this year’s winners for delivering such exceptional digital experiences to their customers and end users,” said Christian Holst, Co-Founder and Director of Research, Baymard Institute. “We hope other companies across the e-commerce landscape will gain inspiration from these award winners as they look to improve their own user experiences.”

Winners are selected from the 234 top-grossing US and European e-commerce sites in Baymard Institute’s UX database. It’s the most comprehensive e-commerce UX performance database in the world, with 14,000+ manually reviewed pages and more than [215,000+ weighted UX performance scores](#). Each website has been manually benchmarked using 500-680 UX guidelines – a process that requires more than 10,000 hours of UX auditing work – to ensure an accurate evaluation of each site's UX performance.



Baymard Institute's 2023 E-Commerce UX Awards



Christian Holst, Co-Founder and Director of Research, Baymard Institute

## Top 1% E-Commerce UX Awards - 2023 Winners:

- Ace Hardware

Top 1% UX performance: Home & Hardware industry (mobile)

- Adidas

Top 1% UX performance: Apparel & Accessories industry (desktop)

Top 1% UX performance: Cart & Checkout (desktop)

- Albertsons

Top 1% UX performance: Online Grocery industry (desktop)

Allegro Medical

Top 1% UX performance: B2B Medical & Pharma industry (desktop)

- Amazon

Top 1% UX performance: Mass Merchants industry (desktop)

Top 1% UX performance: Product Page (app)

- ASOS

Top 1% UX performance overall: Apparel & Accessories industry

Top 1% UX performance overall: mobile web

- AT&T

Top 1% UX performance: Internet Service Providers industry (desktop).

- AXA UK

Top 1% UX performance overall: Insurance industry

- Bang & Olufsen

Top 1% UX performance: Homepage & Category Navigation (desktop & mobile)

- Best Buy

Top 1% UX performance: On-Site Search (desktop)

- Booking.com

Top 1% UX performance overall: Travel & Accommodations industry

- Build.com

Top 1% UX performance: Home & Hardware industry (desktop)

Top 1% UX performance: Product List & Filtering (desktop)

- CarParts.com

Top 1% UX performance overall: Automotive Parts & Specialty industry

Top 1% UX performance: Cart & Checkout (desktop)

- Chewy

Top 1% UX performance: Pets & Hobbies industry (mobile)

- Crate & Barrel

Top 1% UX performance: Cart & Checkout (desktop)

Top 1% UX performance: Accounts & Self-Service (mobile)

- Crutchfield

Top 1% UX performance overall: Electronics & Office industry

Top 1% UX performance overall: desktop

- Dropbox

Top 1% UX performance: Digital Subscriptions & SaaS industry (desktop)

- Etsy

Top 1% UX performance in Cart & Checkout (desktop)

- Expedia

Top 1% UX performance overall: Travel & Accommodations industry

- Firebase

Top 1% UX performance: Digital Subscriptions & SaaS industry (desktop)

- Gousto

Top 1% UX performance overall: Meal Kit Subscription industry

- Grainger

Top 1% UX performance: Home & Hardware industry (mobile)

Top 1% UX performance: On-Site Search (mobile)

- Gucci

Top 1% UX performance: Apparel & Accessories industry (desktop)

- L.L. Bean

Top 1% UX performance overall: Apparel & Accessories industry

Top 1% UX performance overall: mobile web

- Louis Vuitton

Top 1% UX performance: Product Page (desktop)

- Lowe's

Top 1% UX performance: Home & Hardware industry (desktop)

Top 1% UX performance: On-Site Search (mobile & app)

- Much Better Adventures

Top 1% UX performance overall: Travel Tours & Experience Booking industry

- Musician's Friend

Top 1% UX performance: Pets & Hobbies industry (desktop)

- MyToys.de

Top 1% UX performance: Toys & Crafts industry (desktop)

- Nordstrom

Top 1% UX performance overall: Apparel & Accessories industry

Top 1% UX performance: Cart & Checkout (desktop)

- Progressive

Top 1% UX performance: Insurance industry (mobile)

- REI

Top 1% UX performance overall: Sports Gear & Equipment industry

Top 1% UX performance overall: mobile web

- Revzilla

Top 1% UX performance: Automotive Parts & Specialty industry (mobile)

- Sephora

Top 1% UX performance overall: Health & Beauty industry

Top 1% UX performance: On-Site Search, Product Page & Checkout (app)

- Slack

Top 1% UX performance: Digital Subscriptions & SaaS industry (mobile)

- Smyths

Top 1% UX performance: Toys & Crafts industry (mobile)

- Target

Top 1% UX performance: On-Site Search (app)

- Van Cleefs & Arpels

Top 1% UX performance: Homepage & Category Navigation (desktop)

- Victoria's Secret

Top 1% UX performance: Cart & Checkout (app)

- Walmart

Top 1% UX performance: Mass Merchants industry (desktop)

- Wayfair

Top 1% UX performance: Houseware & Furnishings industry (desktop & app)

Top 1% UX performance overall: app

## E-Commerce UX Award

Baymard awards the top 1% within each industry, as well as the top 1% for theme and platform (e.g. top 1% checkout UX performance, top 1% mobile e-commerce UX performance, etc.).

Baymard uses its comprehensive UX benchmark to identify winners within each category. They have conducted 54 rounds of manual benchmarking of 234 top-grossing US and European e-commerce sites across 683 UX guidelines, leading to a UX performance database of more than 215,000+ weighted UX performance scores. Each website has been manually benchmarked using over 680+ UX guidelines, encompassing a thorough heuristic evaluation of each site's UX performance.

The total UX performance score assigned to each benchmarked site is an expression of how good (or bad) an e-commerce user experience a first-time user will have at the site based on the 680+ guidelines. The specific UX performance score is calculated using a proprietary weighted multi-parameter algorithm with self-healing normalization.

In some instances there are multiple winners within certain categories. Read more about Baymard's research and methodology.

## Baymard Institute

Founded in 2009, Baymard Institute is an independent web UX research organization in the field of user experience and e-commerce. The company's research is used by over 17,500 brands, agencies, researchers, and UX designers, across 80+ countries, including 71% of all Fortune 500 e-commerce companies. Baymard offers free and paid services ranging from UX research articles to UX auditing and training. Baymard Institute's mission is to help companies improve the user experience (UX) of their websites and apps by providing large-scale online user behavior research. The company is based in Copenhagen, Denmark.

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