MASTER YOUR RETURNS

checklist n° 1

How to eliminate returns with

INFORMATIVE visuals.

:harvest

Reduce returns by 30% or more with effective e-commerce visuals. Informing visitors about products increases sales, eliminates returns and minimizes environmental impact. Use this checklist to monitor and improve your product visuals and double your results.

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inform about SIZE

Solution

Varies by product type but always ensure images or video convey size information:

- Add reference items
- Show fashion products on models
- Display products on specific body parts
- Depict products in relevant environments
- Highlight capacity or contents
- Include human presence or illustrations

By incorporating effective visuals that convey size information, you can enhance customer understanding and help them make informed decisions about the product's dimensions and suitability for their needs.

Examples

- Vase: Add recognizable flowers
- Dress: Use models of varying sizes
- Sunglasses: Showcase earrings on an model's ear
- Outdoor lamp: Display in garden-like setting to indicate hight
- Desert plate: add a piece of cake to visualize size

inform about COLOR

Solution

Color presentation matters! Ensure consistency and accuracy in your visuals:

- Use the same color tone for all images. Avoid confusion with different tones.
- Match colors using references while editing, like the product or a color card.
- Adjust white balance during photography.
- Measure Pantone number with a Pantone Capsure for reference.
- Enhance colors for appeal and realism.
- Show the color in the space or on the body part it is intended for

By ensuring consistent and accurate color representation in your product visuals, you create a visually appealing and trustworthy experience for customers, increasing their confidence in the product.

Examples

- A coral bikini shown on a model should have the same color tone as packshot.
- Pale pink bra: Enhance pink hue in your editing program to avoid cream appearance.
- Show a blush on a cheek (different skin types is recommended)
- Contrast a neutral color bedding with white pillows to emphasize color

# inform about MATERIAL

Solution

To convey the tactile experience of materials through online images, consider the following:

- Capture detailed close-up images that showcase the material's intricate details.
- Use additional close-up shots for products with multiple materials.
- Encourage models to highlight the tactile experience through poses and expressions.
- Incorporate sounds of touching or handling the material in videos.
- Ensure excellent lighting by hiring an expert photographer.
- Clearly showcase specific visual characteristics like transparency or glossiness.

By utilizing close-up images, engaging models, tactile sounds, and highlighting visual characteristics, effectively convey the tactile experience of materials, enhancing customer understanding and appreciation.

Examples

- Close-up of a cotton satin bed sheet to highlight its texture and semi-shine.
- Close-ups of all material in a ski jacket to show their characteristics.
- Model moving in a dress to emphasize its distinct movement of the material.
- A 3-second video of tapping a crystal glass for its unique sound, tells your visitor it's crystal, not regular glass.
- Use grazing light to emphasize the gloss level of the material of a lamp.
- Transparent blouse shown on model with arms wide, to avoid customer returns.
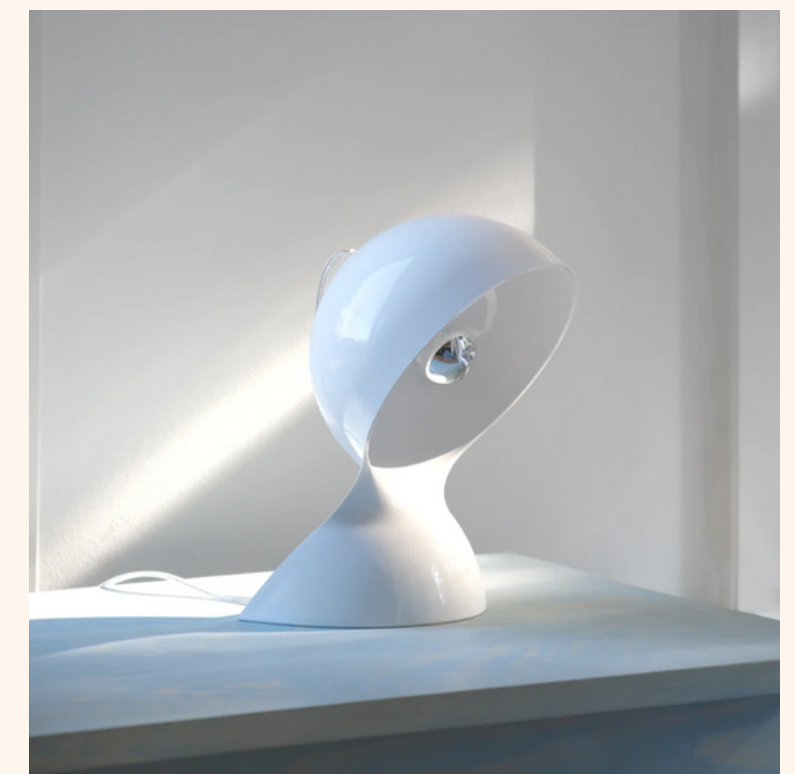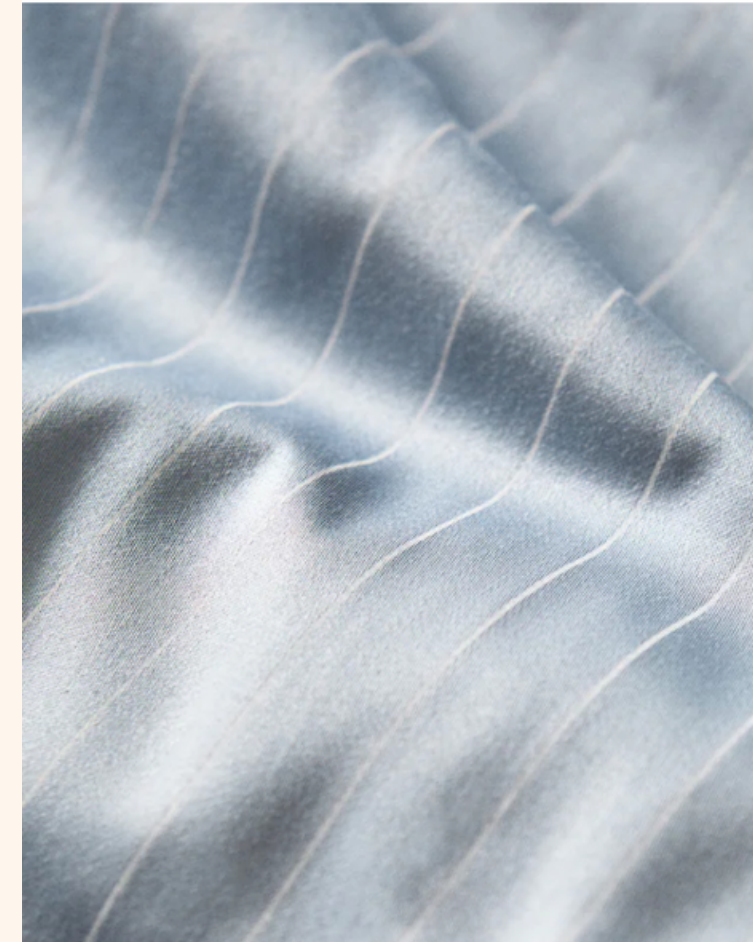
inform about DETAILS

Solution

To showcase important product details effectively, follow these guidelines:

- Prioritize details based on their impact on purchasing decisions and potential returns.
- Every detail can be important. Have a close look at the item or ask your design department to provide a list of features.
- Present details in context to provide clarity and understanding.
- Even basic products could use a attractive close-up of a detail.
- Choose the image type that best highlights the desired details.

By prioritizing impactful details, providing contextual information, and utilizing visually appealing images, effectively showcase important product details to capture customer attention and enhance their understanding.

Examples

- Focus on close-ups of speed settings when photographing a mixer.
- For a baby sleep bag, include a variety of informative detail images, such as showcasing the two-way zipper and the functionality of the press studs.
- Provide context for wrapping paper by showing it in use with accompanying items like scissors.
- Capture well-lit close-up shots of water bottles to highlight features and design.
- Show a detail of the inside of a cake, if the inside is the most important feature.

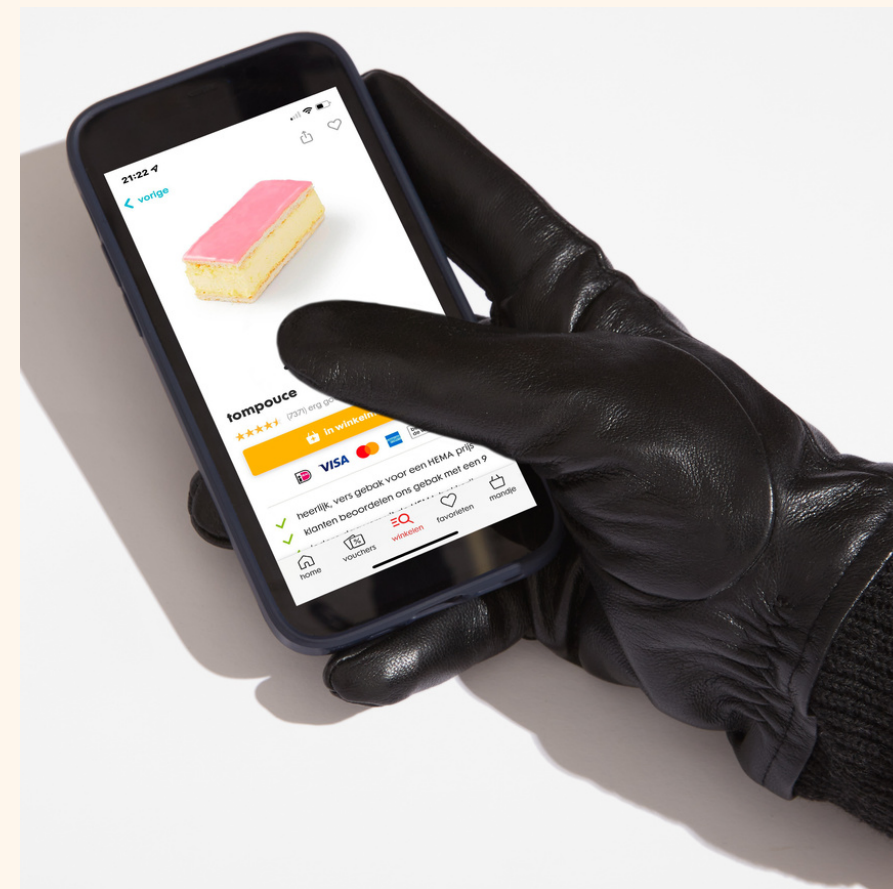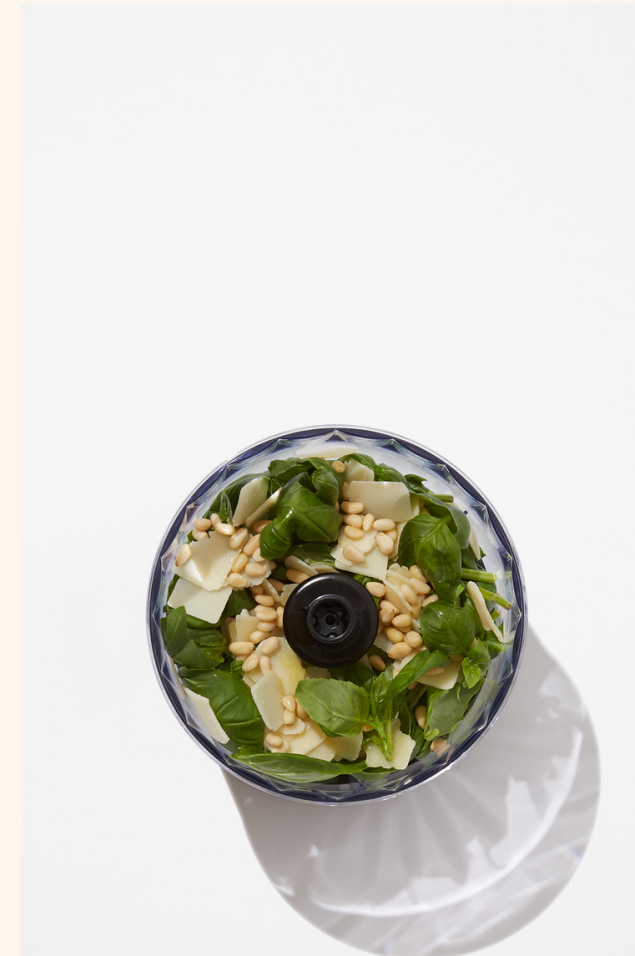# inform about USAGE

Solution

To effectively showcase product usage, follow these guidelines:

- Show all relevant usage scenarios, starting with the most common or likely ones.
- Focus solely on the product and its intended purpose, avoiding distractions.
- Use illustrations if live models are unavailable for personal use products.
- Incorporate styling attributes that provide visual cues about usage.
- Utilize different lighting to emphasize different contexts.

By showcasing all relevant scenarios, focusing on the product's purpose, utilizing illustrations when live models are unavailable, incorporating styling cues, and varying lighting, you can effectively showcase product usage.

Examples

- Clearly demonstrate all three ways to wear a bra, starting with the most common method.
- Avoid unnecessary styling materials like silk ribbons when showcasing functional products like a hairdryer.
- Show a glove with touchscreen fingers in use with a mobile phone.
- Show a top-down shot of a kitchen machine's bowl filled with pesto ingredients.
- Display solar lights in normal and dimmer lighting to showcase appearance and ambiance.

inform about QUALITY

Solution

To effectively showcase product quality, consider these options:

- Provide super close-up images to highlight fine details.
- Highlight specific features that demonstrate superior craftsmanship or design.
- Use lighting techniques and backdrops that enhance the perceived quality.
- Choose models and styling that align with your brand's image.

Remember to consider your specific brand identity and target audience when implementing these strategies to effectively communicate the quality of your products through images.

Examples

- Show a super close-up of a leather detail of an armchair to showcase the genuine quality of the leather detailing.
- Highlight all informative details, like the timer, of a luxury espresso machine.
- Vary lighting techniques and backdrop for different quality chairs.
- Pair high fashion models with luxury shoes to convey exclusivity.
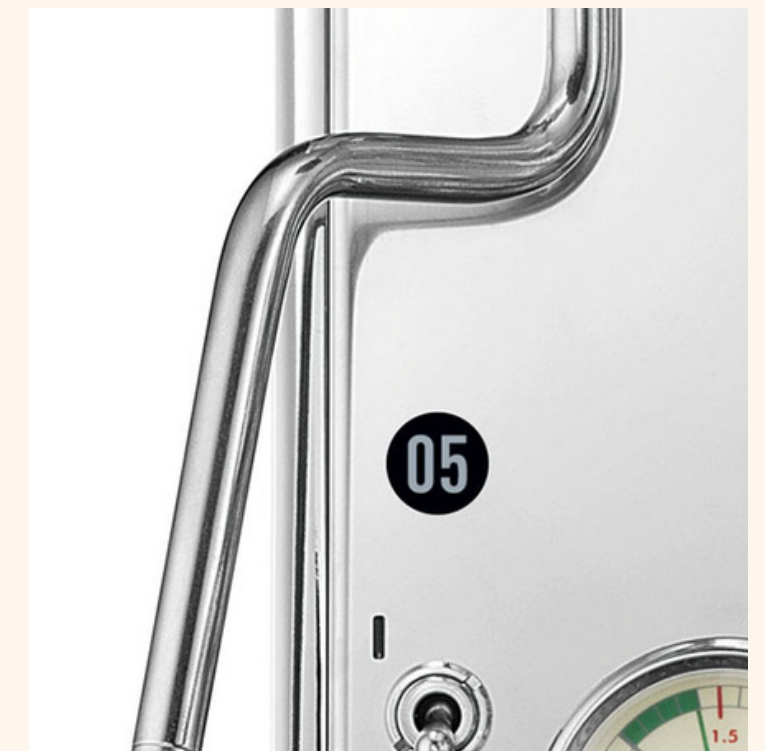
inform about CONTENT

Solution

To provide clarity on product content or ingredients:

- Clearly display images showing the package contents.
- Never show only packaging in the main image.
- Include ingredient details for products with taste or scent.
- Showcase unique substances or structures in relevant contexts.
- Add a reference items showcasing ingredients or content.

By clearly displaying package contents, providing ingredient details for products with taste or scent, and showcasing unique substances or structures in relevant contexts, you can provide clarity on product content or ingredients.

Examples

- Highlight coffee beans in the main image for customers to differentiate between whole beans and ground coffee.
- Enhance the wine experience by featuring ingredients like peaches, star anise, and apple to evoke flavors and aroma.
- Display a perfume with a bergamot next to it to explain the main ingredient
- Show an image of an open eyeshadow palette with refillable eyeshadows.

inform about BENEFITS

Solution

To effectively showcase the specific benefits of a product:

- Clearly highlight the main benefit in your first images or videos.
- Utilize video when necessary to demonstrate the benefit in action.
- Keep the visuals simple and straightforward. Sometimes a simple visual explanation is sufficient to convey the product's benefit.
- Consider using GIFs as a cost-effective alternative to full-length videos.

By selecting the most appropriate visual format and keeping the focus on highlighting the specific benefit, you can effectively communicate the value and advantages of your product to customers.

Examples

- Demonstrate the main benefits of a smart watch in one simple image.
- Show the benefits of a storage box by creating a simple GIF of storing toys, explaining the size.
- Highlight a mayor benefit of a touchscreen by adding text or an illustration.
- Showcase the benefits of a pan with steam holes by adding 'steam' in your editing program.

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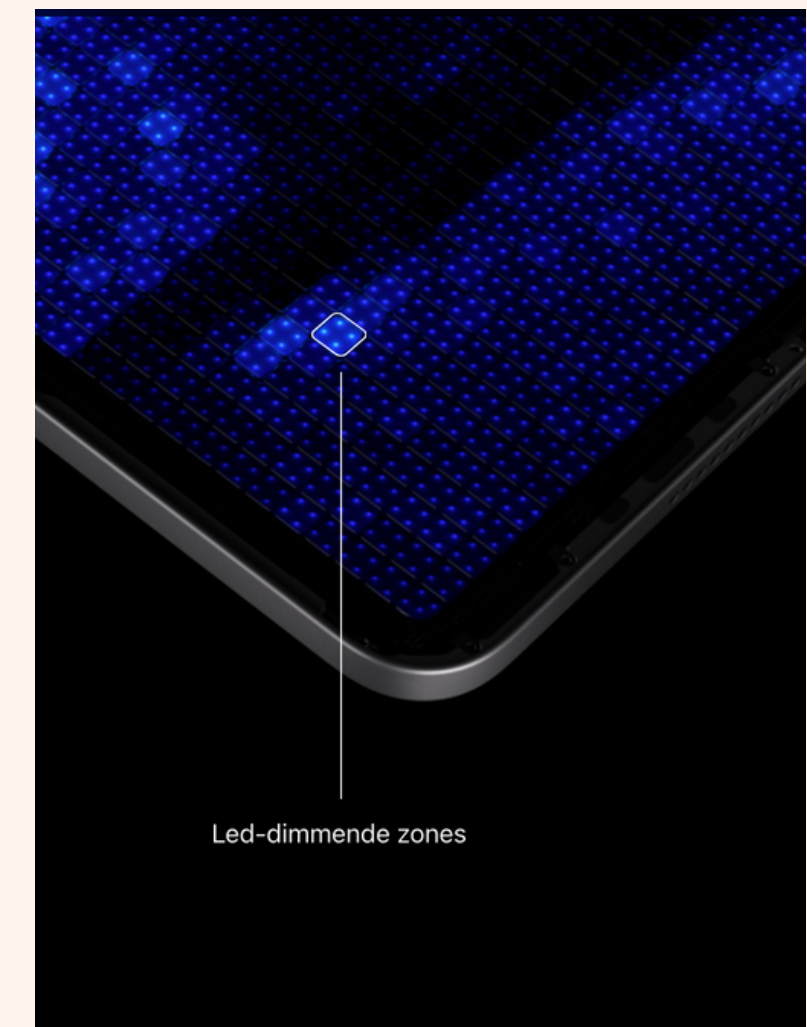
inform about

COMPLEMENTARY PRODUCTS

Solution

For product sets, alternatives, colors, or collections, provide extra visuals and information to inform about complementary or alternative products:

- Display the full set, highlighting the main product.
- Show an overview for size or shape choices.
- Present the complete color range in context.
- Include images indicating collection association.
- Show required accessories separately, clarifying they're not included.

By adding comprehensive visuals and details, you can encourage customers to explore additional options and increase upselling opportunities or assist them finding products that suit them better.

Examples

- Feature a backpack as part of a travel set, showcasing it on a matching suitcase while emphasizing the bag.
- Display all watch straps together to clarify available options.
- Show lipsticks in different colors on different skin colors.
- Present a sports bra with matching items from the collection.
- Show complementary products like an eye shadow and a blush with a high lighter stick.
- Present an image of a phone with a separate charging cable, clarifying it's not included by adding symbols or text in the image.
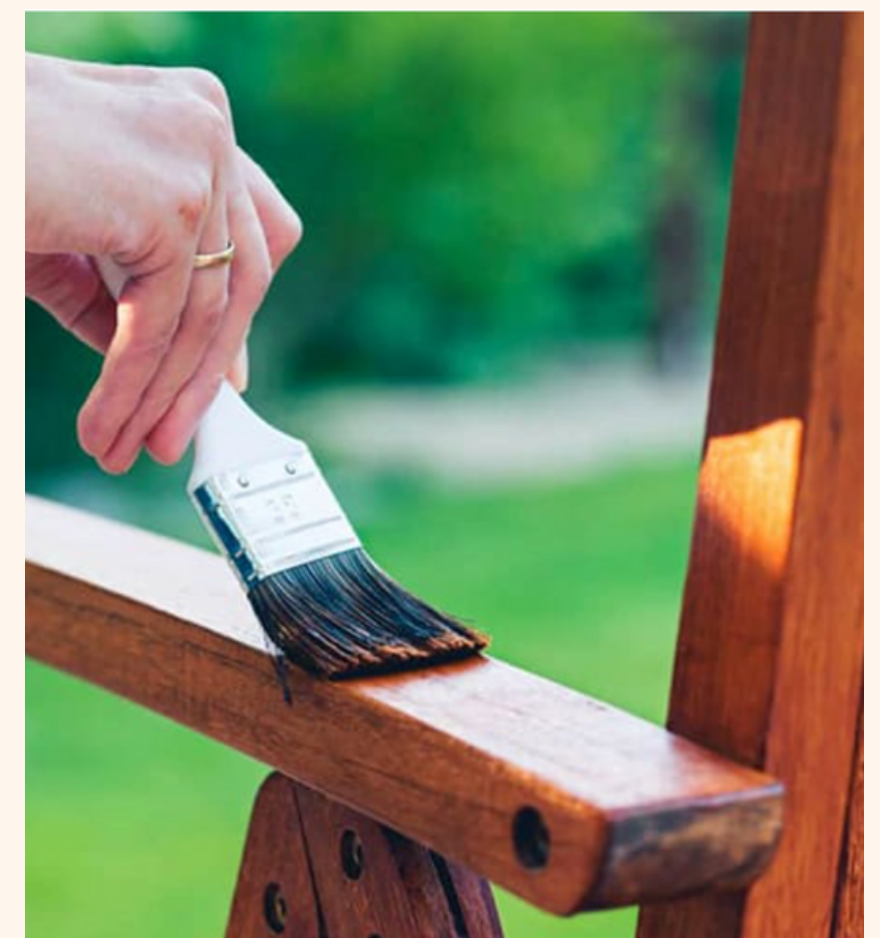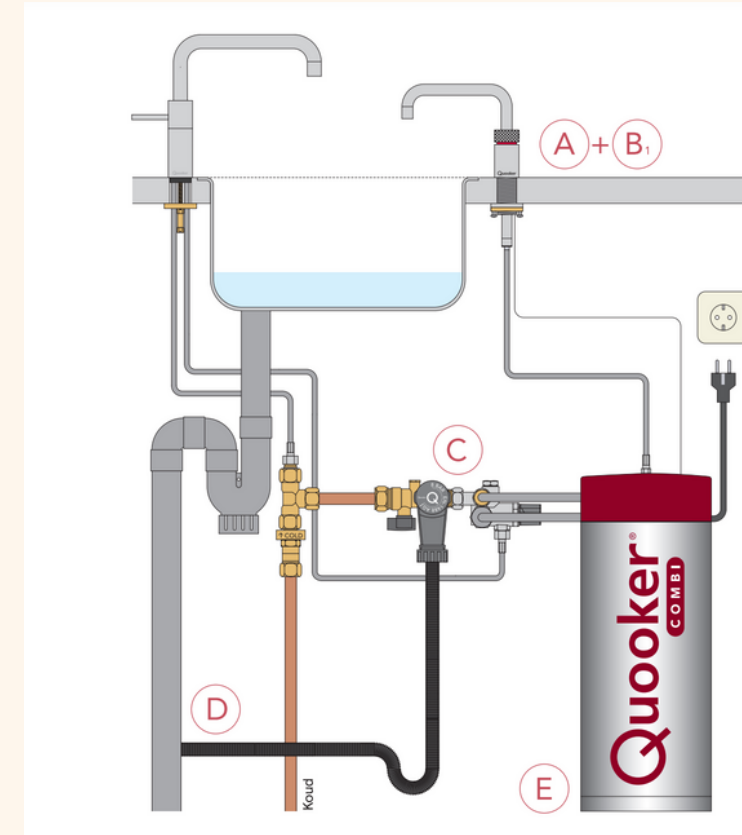
inform about RISK

Solution

To address product risks, warnings, and maintenance needs, use clear visuals and instructions:

- Create a step-by-step installation video or image series for products that require assembly.
- Explicitly display any risks associated with the product to ensure transparency.
- Use symbols or visualizations for maintenance instructions to convey care requirements effectively.
- Visualize the effort required for using the product, setting clear expectations.

By visually communicating instructions, warnings, and maintenance tips, you prioritize customer safety and satisfaction. And more important, prevent customer frustration. With clear risk indicators, you also prevent returns.

Examples

- Include an installation illustration for products with multiple assembly steps.
- Visually represent safety instructions for potentially hazardous products, such as boiling hot water taps.
- Show maximum storage space of a stroller by adding text in an image.
- Add a hand-wash symbol and care instructions for delicate knitwear products.
- Display a hand applying teak oil to a garden chair, accompanied by a symbol indicating the necessity of treatment.

	SIZE	By incorporating effective visuals that **convey size information**, you can enhance customer understanding and help them make informed decisions about the product's dimensions and suitability for their needs.
	COLOUR	By ensuring consistent and **accurate color representation** in your product visuals, you create a visually appealing and trustworthy experience for customers, increasing their confidence in the product.
	MATERIALS	By utilizing close-up images, engaging models, tactile sounds, and highlighting visual characteristics, effectively convey the **tactile experience of materials**, enhancing customer understanding and appreciation.
	DETAILS	By prioritizing impactful details, providing contextual information, and utilizing visually appealing images, effectively showcase **important product details** to capture customer attention and enhance their understanding.
	USAGE	By showcasing all relevant scenarios, focusing on the product's purpose, utilizing illustrations when live models are unavailable, incorporating styling cues, and varying lighting, you can effectively **showcase product usage**.
	QUALITY	By demonstrating superior craftsmanship or design and using lighting techniques and backdrops that enhance the perceived quality, you can effectively **communicate the quality of your products** through images.
	INGREDIENTS	By clearly displaying package contents, providing ingredient details for products with taste or scent, and showcasing unique substances or structures in relevant contexts, you can provide **clarity on product content or ingredients**.
	BENEFITS	By selecting the most appropriate visual format and keeping the focus on highlighting the specific benefit, you can effectively communicate **the value and advantages of your product** to customers.
	COMPLEMENTARY PRODUCTS	By adding comprehensive visuals and details, you can encourage customers to explore **additional options**, find products that suit them better and increase upselling opportunities.
	RISKS	By visually communicating **instructions, warnings, and maintenanc**e tips, you prioritize customer safety and satisfaction.

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Overwhelmed?

You're absolutely right, it's a lot to handle.

But now that you're aware, you can take immediate action to optimize your visuals, improve results, and reduce those high return rates.

Feeling unsure about where to begin? Claim your website visuals audit now.

ECOM VISUAL AUDIT

Image sources:

Most images are produced or directed by us or are based on our brand concept at www.studio-harvest.com. To illustrate our tips with a diverse range of products, we have utilized images from the following websites:

www.kiosk48th.com

www.sezane.com

www.zarahome.com

www.eresparis.com

www.moncler.com

www.kettal.com

www.oysho.com

www.loewe.com

www.rocket-espresso.com

www.perfumerh.com

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www.westman-atelier.com

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