

# E-COMMERCE UX AWARDS: BAYMARD INSTITUTE ANNOUNCES 2024 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 10, 2024 /EINPresswire.com/ --

[Baymard Institute](#) is awarding those organizations with the top 1% UX performance across 18 industries, as well as the top 1% UX performers within specific categories. Only sites with a top 1% performance or an exceptional UX performance rating are given the award.

“This year we’ve expanded the pool of candidates to 400 large e-commerce sites by including both public benchmark sites and select UX Audit clients if they performed as well or better than the benchmark sites,” said Christian Holst, Co-Founder and Director of Research, Baymard Institute.

All 400+ websites have been manually rated using 500 - 700+ UX guidelines to ensure an accurate evaluation of each site's UX performance.

Top 1% E-Commerce UX Awards - 2024 Winners:

- Air France-KLM

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

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

- Airbnb

Top 1% UX performance: Travel Accommodations (desktop)



Baymard Institute's 2024 E-Commerce UX Awards

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

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

- American Trucks  
Top 1% UX performance overall: Desktop

- Apple Store  
Top 1% UX performance: Homepage & Category (mobile)

- ASOS  
Top 1% UX performance: Site-Wide Features (app)

- Autodesk  
Top 1% UX performance overall: Desktop

- B&H Photo



In 2024 we're further highlighting the importance of good website UX by expanding the pool of candidates and recognizing more companies who deliver exceptional digital experiences to their end users."

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



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

Top 1% UX performance overall: Desktop

- Bang & Olufsen  
Top 1% UX performance: Homepage & Category (desktop)

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

- Booking.com  
Top 1% UX performance: Travel Accommodations (mobile)

- Bose  
Top 1% UX performance: Homepage & Category (desktop)  
Top 1% UX performance: Cart & Checkout (desktop)

- Brooklinen

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

- Build.com

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

- Crate & Barrel

Top 1% UX performance overall: Desktop

Top 1% UX performance: Furniture & Home Decor

- Crutchfield

Top 1% UX performance overall: Desktop

Top 1% UX performance overall: Mobile

- DoorDash

Top 1% UX performance: Food Delivery & Takeout (app)

- Dyson

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

- Etsy

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

- FireBase

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

- Free Fly

Top 1% UX performance: Product Page (mobile)

- Heine.de

Top 1% UX performance overall: Desktop

- Holland & Barrett

Top 1% UX performance overall: Desktop

Top 1% UX performance overall: Mobile

- Holley

Top 1% UX performance overall: Desktop

Top 1% UX performance overall: Mobile

- Home Depot

Top 1% UX performance: Order Tracking & Returns (desktop)

- HP Australia

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

Top 1% UX performance: Product Lists & Filtering (mobile)

- iHerb

Top 1% UX performance: Vitamins & Supplements (desktop)

- IKEA

Top 1% UX performance: Site-Wide Features (desktop)

- IONOS

Top 1% UX performance: Site-Wide Features (mobile)

- Jimmy Choo

Top 1% UX performance: Luxury Goods (desktop)

Top 1% UX performance: Luxury Goods (mobile)

- John Lewis

Top 1% UX performance: Mass Merchant (desktop)

- Kate Somerville

Top 1% UX performance: Product Lists & Filtering (mobile)

- Kayak

Top 1% UX performance: Travel Accommodations (desktop)

Top 1% UX performance: Travel Accommodations (mobile)

- KFC

Top 1% UX performance: Food Delivery & Takeout (mobile)

- KJUS

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

-Living Spaces

Top 1% UX performance: Furniture & Home Decor (desktop)

Top 1% UX performance: Furniture & Home Decor (mobile)

- Lowe's

Top 1% UX performance overall: Desktop

- Lowe's Pro

Top 1% UX performance overall: Desktop

- lululemon NA

Top 1% UX performance overall: Desktop

Top 1% UX performance overall: Mobile

- lululemon UK

Top 1% UX performance overall: Desktop

Top 1% UX performance overall: Mobile

- Macy's

Top 1% UX performance overall: Desktop

- Netflix

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

- NETGEAR

Top 1% UX performance: Product Page (desktop)

- Nisbets

Top 1% UX performance: Customer Accounts (desktop)

- Northern Tool

Top 1% UX performance: Customer Accounts (desktop)

- Pitchup.com

Top 1% UX performance: Travel Accommodations (desktop)

Top 1% UX performance: Travel Accommodations (mobile)

- Rituals

Top 1% UX performance: Customer Accounts (desktop)

- Sephora

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

- Slack

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

- Stokke

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

- Target

Top 1% UX performance: Mass Merchant (mobile)

Top 1% UX performance: Mass Merchant (app)

- Tesco

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

- Victoria's Secret

Top 1% UX performance overall: Mobile

- Vitamin World

Top 1% UX performance: Site-Wide Features (mobile)

- Walmart

Top 1% UX performance: Mass Merchant (desktop)

- Wayfair

Top 1% UX performance overall: App

Top 1% UX performance: Furniture & Home Decor

- Williams Sonoma

Top 1% UX performance: Product Page (mobile)

- Zalando

Top 1% UX performance overall: Desktop

- Zendesk

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

## E-Commerce UX Award

Baymard awards the top 1% within each industry, as well as the top 1% for theme (e.g. top 1% checkout UX performance, etc.) and platform. Baymard uses its comprehensive UX benchmark and UX Audit client databases to identify winners within each category. All sites have undergone a manual heuristic evaluation using 500 - 700+ UX guidelines which leads to a UX performance score for each site.

The total UX performance score assigned to each site is essentially an expression of how good (or bad) an e-commerce user experience a first-time user will have at the site. 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 e-commerce web UX research company. The company's research is used by over 29,000 brands, agencies, researchers, and UX designers, across 80+ countries, and includes 71% of all Fortune 500 e-commerce companies. Baymard Institute is based in Copenhagen, Denmark.

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