

The UX mirror

11 Moments That Taught Me Why Websites Lose Trust (and Profit)

Karl Gilis



IT'S
QUIZ
TIME

A graphic design for a quiz. The text "IT'S QUIZ TIME" is centered. "IT'S" is in small blue letters at the top. "QUIZ" is in large, red, 3D-style letters. "TIME" is in white, bold, sans-serif letters inside a red speech bubble. A blue glowing cable loops around the text, ending in a lit yellow lightbulb at the bottom left. The background is blue with horizontal wavy bands and a grid pattern.

MAKE AN APPOINTMENT ONLINE

MANAGE YOUR APPOINTMENT

CAR DAMAGE

SERVICE AND PRODUCTS

EXPERT IN CAR WINDOW TECHNOLOGY

QUOTATION

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage. *
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: In one of our service centers, at home, at work or anywhere else.

Make an appointment now

Arranged in less than 5 minutes!

Find a Service Center

- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

[Or view all service centers>](#)



Make an appointment





Maak online
een afspraak

Uw afspraak
beheren

Autoruitschade

Service en
producten

Expert in
autoruit
technologie

Offerte

AFSPRAAK MAKEN

Waar en wanneer u wilt

Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSPRAAK



 Zoek een Service Center bij u in de buurt

Postcode of plaatsnaam





Body Car windows

Service Centers Contact Frequently Asked Questions NL FR

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Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

Maak online een afspraak

Uw afspraak beheren

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Expert in autoruit technologie

Offerte

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Waar en wanneer u wilt

Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSpraak



Zoek een Service Center bij u in de buurt

Postcode of plaatsnaam



A large crowd of people is gathered at a concert at night. The sky is filled with falling confetti, creating a festive atmosphere. In the background, a stage is lit up with bright lights. Two people in the crowd are holding up smartphones to capture photos or videos of the performance. The overall scene is one of a high-energy, celebratory event.

Let's get this party started

Photo by Danny Howe on Unsplash

CARGLASS
WINNER

Body Car windows

Service Centers Contact Frequently Asked Questions NL FR

Service Centers Contact Frequently Asked Questions NL FR

MAK AN APPOINTMENT

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Enter a zip code or city name:

Find a service center in your area

[Or view all service centers >](#)

Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

CARGLASS

Maak online een afspraak Uw afspraak beheren Autoruitschade Service en producten Expert in autoruit technologie Offerte

MAAK NU EEN AFSpraak MAKEN

Waar en wanneer u wilt
Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSpraak

Zoek een Service Center bij u in de buurt

Oops.



#1

Don't hide what users want to see

Open the curtain to start



Help voor nieuwe gebruikers

Concept, design and idea © Netsign NV. Please do not copy it without noticing us.

Open the curtain to start



[Help voor nieuwe gebruikers](#)

Concept, design and idea © Netsign NV. Please do not copy it without noticing us.

Open the curtain to start ([or click here to continue](#))



[Help voor nieuwe gebruikers](#)

Concept, design and idea © Netsign NV. Please do not copy it without noticing us.

Open het gordijn om te beginnen ([of klik hier om ineens verder te gaan](#))



[Help voor nieuwe gebruikers](#)

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How is this relevant today?



Vitara

Tot €6.000* korting!

ONTDEK ONZE KORTINGEN



DOE UW VOORDEEL MET ONZE KORTINGEN OP THULE[®] FIETSENDRAGERS

Elektrische mobiliteit

Simuleer hier je autoverzekering!

Bereken hier je autofinanciering



SUBARU

Confidence in Motion

Subaru XV

Forester

Outback

SUBARU BRZ

Impreza

Home

Model

Accessories

Service

Service

Over ons

Over ons

Finance & Lease

Contact

Contact

Legal Subaru

MET DE NIEUWE OUTBACK KRIJG JE MEER

Ervaar het nu zelf...



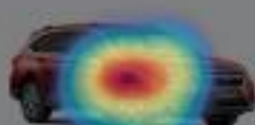
SUBARU Model Line-up



SUBARU XV



Forester



Outback



SUBARU BRZ



Impreza



What are you looking for?

Hej! Log in



Products Rooms Now at IKEA Promotions Planning & Design Services, help and business



News & trends



Beds & mattresses



Storage furniture



Outdoor products



Sofas & armchairs



Small storage & organisers



Decoration



Kitchenware & tableware



Textiles & window dressings



Pots & plants



Kitchen & appliances



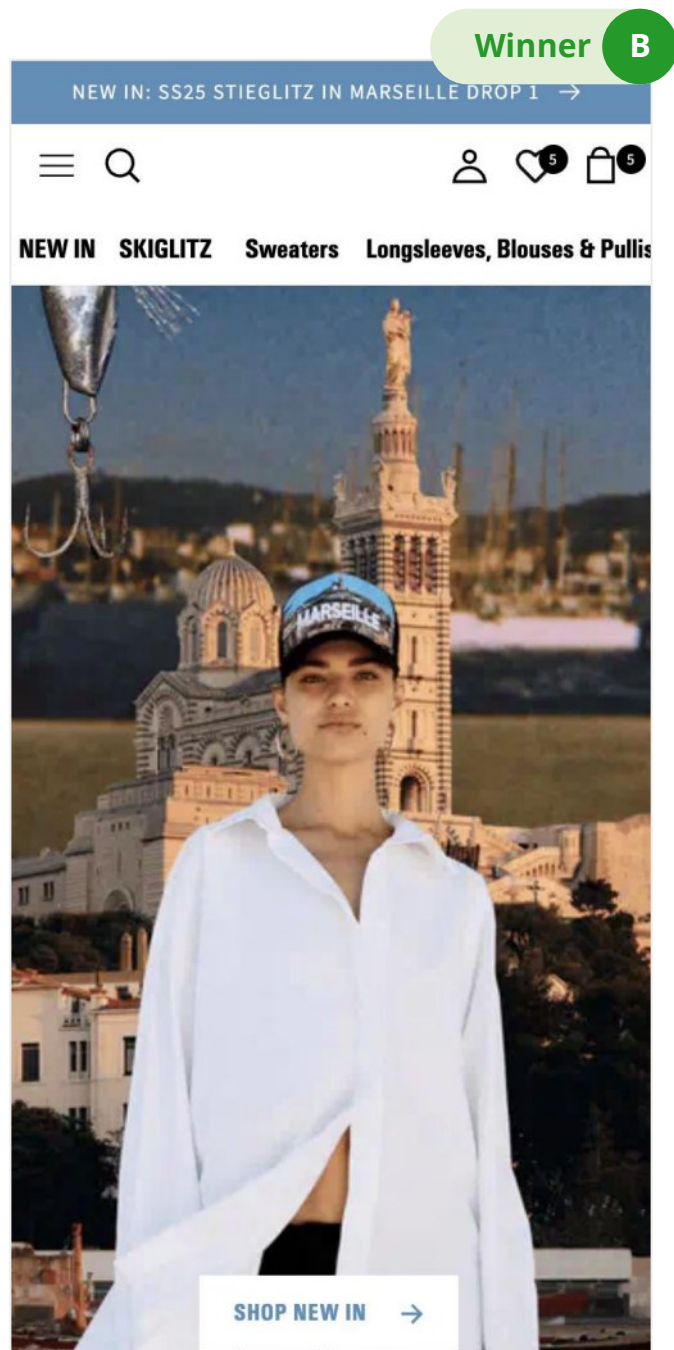
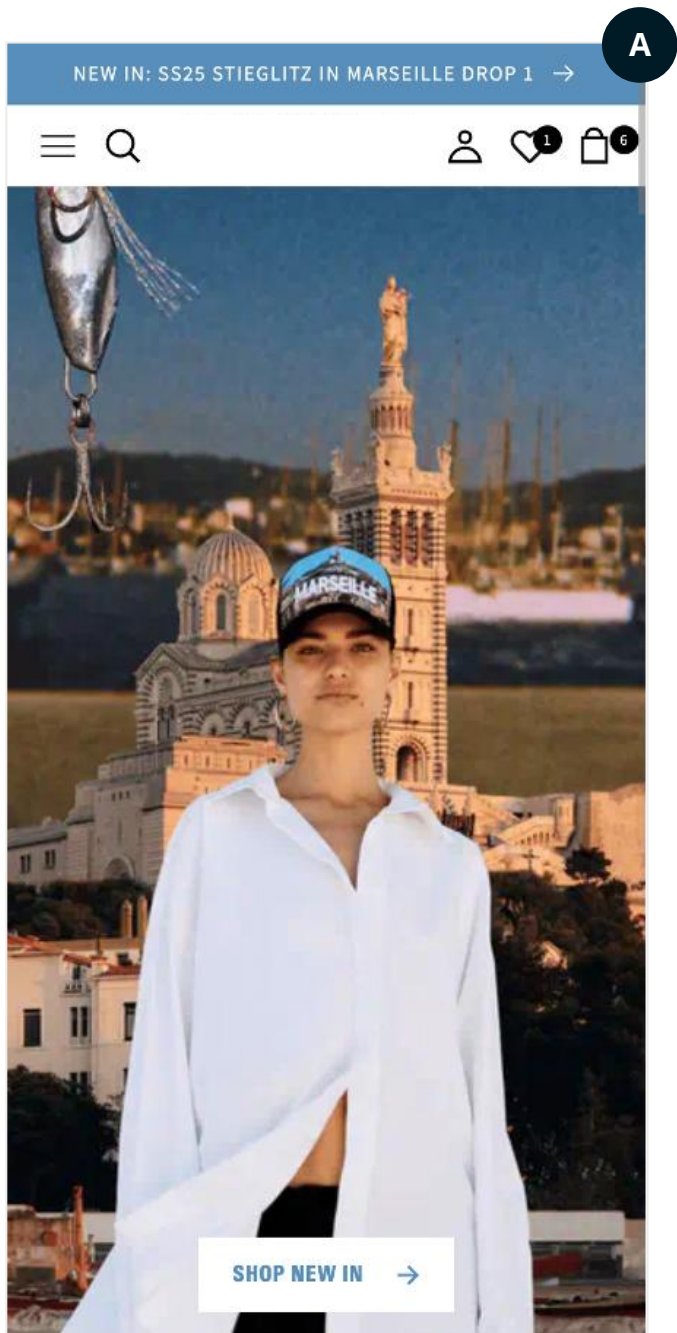
Tables & chairs



Tables & chairs

Hej! Welcome to IKEA





**Don't hide what users want to see
or
what is important for them**

#2

There's nothing wrong with asking advice

Bad user research is dangerous.





Omajova mushroom



Poisonous mushroom

**There's nothing wrong with asking advice.
It will only make you smarter.**

And maybe save your life.

#3

**Accept & implement expert advice.
Same for the results of experiments.**

Well yes, but actually no.

A red circle containing the text "-25%" in white, bold, sans-serif font. The circle is positioned in the upper right corner of the slide.

-25%

But we believe that...

But we are convinced that...

**This is not about belief.
It's not a religion.**

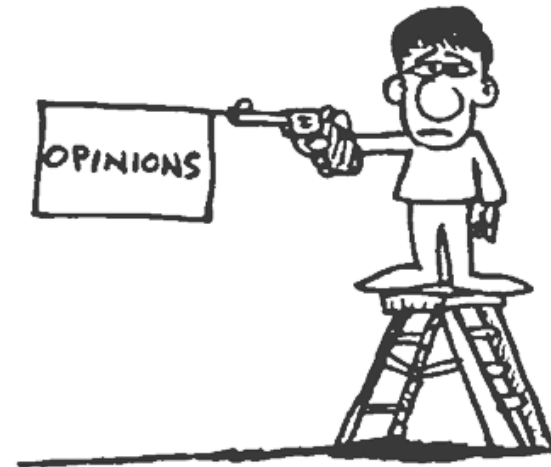
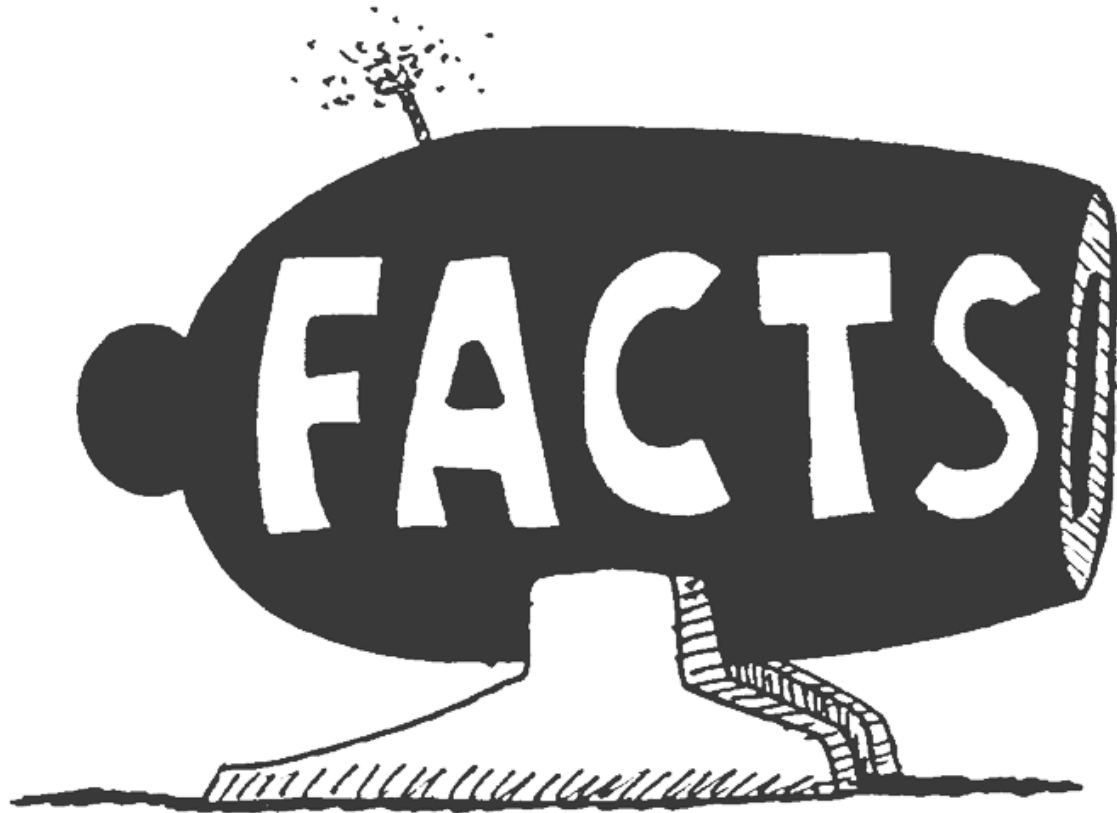
It's business.

Hope is not a strategy

#4

**Don't count on your intuition.
Don't blindly follow so-called best practices**

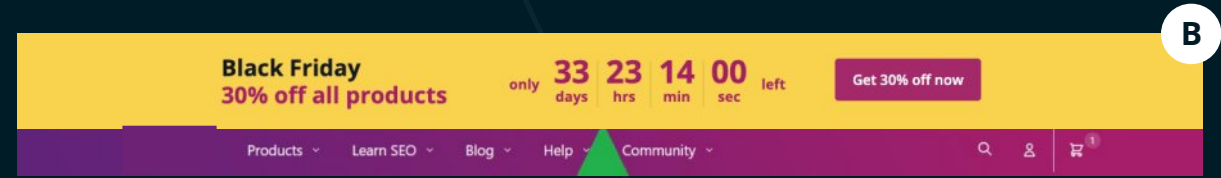
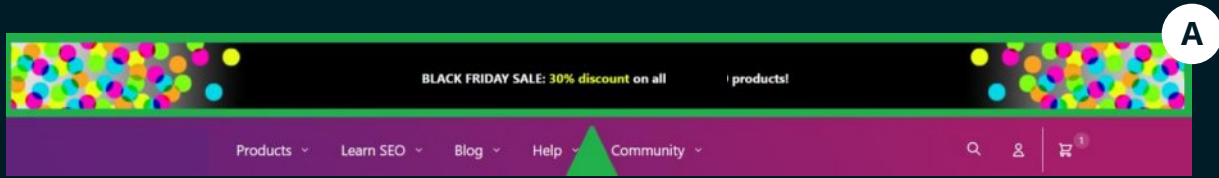
Make decisions based on research and facts



Not on gut feeling







only 33 days 23 hrs 13 min 37 sec left

Search, User, Cart (1)

30% off Black Friday

There was never a better time to get. Let us help you improve your website's SEO. Now at 30% off - the highest discount of the year.

€99 **-30%**
€ 69.30 / yearly (ex. VAT)

Get

Risk-free: 30-day money back guarantee. No questions asked.

Upgrade to ~~our~~ ~~ultimate~~ ~~SEO~~ ~~software~~ ~~now~~ at 30% off

<p>✓ New: Generate high-quality SEO titles and meta descriptions with AI.</p> <p>Get optimized SEO titles and meta descriptions for search and</p>	<p>✗ No AI</p> <p>You have to manually write and optimize all your SEO titles and meta descriptions yourself.</p>
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#5

**Most test results should
result in 'aha, of course'**





'Aha, of course'

Senior Consultant
5mo • Edited • 🌐

ion, CXL Certified Optimizer. ...

🧑 Surprising experiment results 🧑

I recently experimented with adding in a form of authority and social proof to a subscription website. We added 'Trusted by X,000 experts' and then added the brand logos below this to represent the experts in the space. The new social proof area sat on every page of the funnel, at the bottom like a footer.

This seemingly 'no-brainer' change decreased subscriptions significantly.

This experiment is the perfect example of something that would seem like something you should 'just implement' and its 'low risk' but the results prove that's not the case.



Els Aerts • 1st

5mo ***

Co-founder AGConsult | User research advocate | She/Her | Looking for ne...

If lack of social proof isn't the problem, adding it won't be the solution.
Research > Common practices.

Like · 🗨️ 7 | Reply · 2 Replies

#6

**If you're constantly surprised
by your AB-test results,
something is probably wrong**

Does "more" always mean "better"? Our latest research into A/B testing could change the way you think! 🤖



✎ 66% of experiments involved adding elements.

🗑️ 21% involved removing elements.



and 172 others

60 comments • 11 reposts

Epic epic epic, I saw someone once call this "addition by subtraction" it's great to see the data on this though. Thank you for sharing 🔥

What an interesting insight, thanks for sharing!

"Fascinating insights! This research challenges conventional wisdom on A/B testing and reminds us that less is sometimes more."

Very much depends on the starting point, but in most cases KISS!

1st



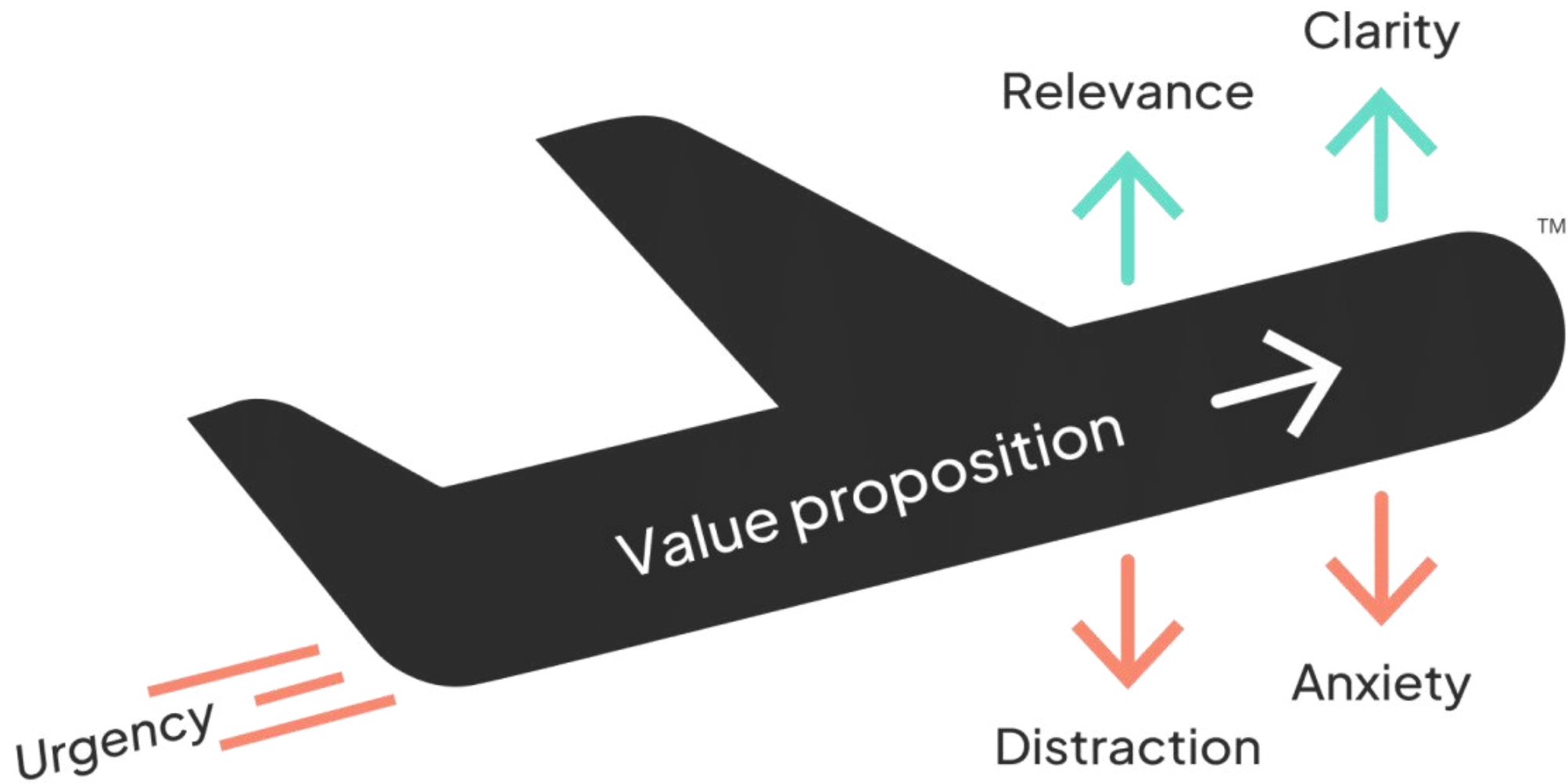
Digital Experience Director | Helping you put experimentation at th...

3mo •

It's usually an unquestioned "best practice" that you should offer as many payment methods as possible in an eCommerce checkout. However, I have tested this many times with a lot of mixed results.

In one case, removing Amazon Pay resulted in a 12% increase in checkout conversion. I don't know for sure, but my assumption is that these payment options often entice people to click with the promise of convenience and speed, but then throw the user into a complicated password reset journey if they're not using it very much.

ALWAYS. TEST. EVERYTHING



Less is more

A

Voici le résultat de votre simulation

basé sur une estimation de votre consommation.

[Plus d'infos](#)

Pixie

 PIXIEBOOST24 

Uniquement au tarif variable

9,94 € / mois

Prix ~~189,63 €~~

119,31 € / an

Service 100% digital, en ligne ou dans votre App

[Je m'inscris](#)

[Plus d'infos](#)

 [Chat avec un expert](#)

Winner

B

Voici le résultat de votre simulation

basé sur une estimation de votre consommation.

Pixie

 PIXIEBOOST24 

Uniquement au tarif variable

9,53 € / mois

Prix ~~184,72 €~~

114,40 € / an

Service 100% digital, en ligne ou dans votre App

[Je m'inscris](#)

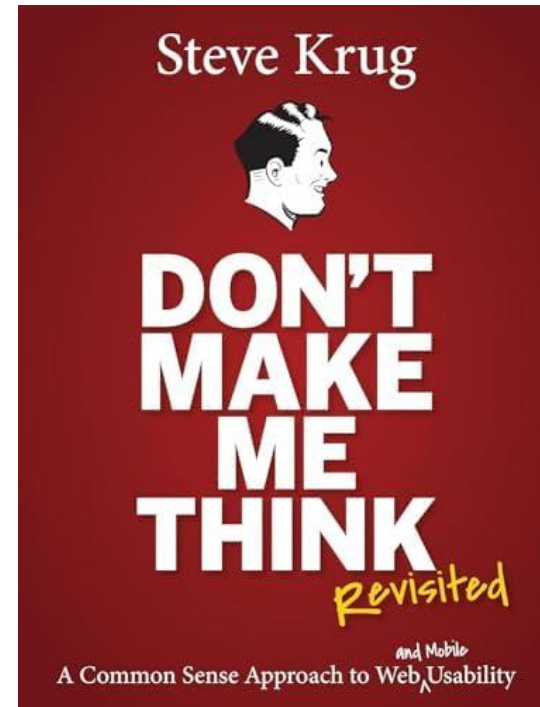
 [Chat avec un expert](#)

Divol

#7

UX fundamentals still stand

AB-tests based on UX fundamentals perform above average



A

Hallo, welk product zoek je?


Assortiment Acties Mijn lijstjes Recepten

Vlees, charcuterie, vis en veggie

Homepagina > Vlees, charcuterie, vis en veggie > Vlees > Gourmet en fondue

Gourmet en fondue

7 van 7 producten



Winner B

Hallo, welk product zoek je?


Assortiment Acties Mijn lijstjes Recepten

Diepvries

Homepagina > Diepvries > Vis en schaaldieren > Zalm

Zalm

9 van 9 producten





SOLO margarine patisserie 250g



€ 2,38 (€ 2,38 / st)

1 stuk(s)

[Opmerking toevoegen](#)



A

Let op: door mogelijke verschillen in gewogen hoeveelheden fruit en groenten, kan het uiteindelijke totaalbedrag dat je betaalt aan het afhaalpunt, afwijken van het geschatte totaal in je winkelwagen en bevestigingsmail.

Producten (incl. leeggoed)

€154,30

Totale kortingen

€-9,67

Servicekost

€5,95

Plooiboxes

--

Geschat totaal

€150,58

[Verder winkelen](#)

[Klaar met winkelen](#)



SOLO margarine patisserie 250g



€ 2,38 (€ 2,38 / st)

1 stuk(s)

[Opmerking toevoegen](#)



Winner B

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€150,58

[Verder winkelen](#)

[Klaar met winkelen](#)





UX fundamentals work

No need to test them. (You can if you want.)


My advice: just apply them.

PrintAbout 20 jaar
Uitstekend 4.7 uit 5 - 63.163 reviews

Printers - Inktcartridges - Toners - Papier - Labels - Accessoires - Advies

Home > Cartridges > HP cartridges > HP 301 (N9J72AE) Inktcartridge Zwart + 3 kleuren Voordeelpack

Zwart + 3 kleuren



Huismerk HP 301 (N9J72AE) Inktcartridge Zwart + 3 kleuren Multipack

★★★★★ 131 reviews

Kies jouw cartridge

- HP 301 (N9J72AE) 6 ml Inkt - prijs per ml € 7,083 € 42,50
- Huismerk HP 301 (N9J72AE) 38 ml Inkt - Prijs per ml € 1,817 € 54,50 - Bespaar tot wel 74% per afdruk!

€43,50 incl. btw

Morgen in huis

1


Al 1.500.000+ klanten bestellen bij PrintAbout

Bewaren in mijn favorieten voor later

Nog meer voordeel met stapkorting!

Is mijn HP printer geschikt?

- Bestel nu, **wegens** in huis
- Betaal gratis op rekening
- Levenslange garantie op huismerk
- Klanten geven PrintAbout een 4.7 uit 5
- Winnaar Shopping Awards 2023




PrintAbout 20 jaar
Uitstekend 4.7 uit 5 - 63.163 reviews

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PrintAbout

#8

User research results in more and bigger wins

Without
problem
understanding:

Problem

Ideas to test:





The result of 1 year of conversion optimization at Yoast



6 reasons to upgrade to Yoast SEO Premium



- ✔ Use multiple focus keywords in your posts
- ✔ An indispensable redirect manager
- ✔ Super-fast internal linking
- ✔ Exclusive new features
- ✔ 24/7 support
- ✔ No ads

[Buy Yoast SEO Premium](#)



Making SEO easier for everyone

You too can follow in the footsteps of big-hitting Yoast SEO users like NASA, Disney, Star Wars, The Next Web and The New Yorker and deliver the best possible content in the most SEO-friendly way. Upgrading to Yoast SEO Premium gives you the greatest tool to optimize your site for search engines. It has everything you need to write exceptional content and publish it in a way that pleases both readers and search engines.

Free vs. Premium

The free version of Yoast SEO is full-featured, but it's the Premium version that lets you get the most out of your site. We've added a couple of must-have features that make your life as a site owner, developer or content creator much easier.

1. Multiple focus keywords

Most of the time, visitors use different keywords to find your content. Therefore, you can add multiple keywords in Yoast SEO Premium. Use a variation on your main keyword or try a synonym. This way you are increasing the chances of people finding your content. You can add up to five keywords. [More info.](#)

2. Redirects manager

With Yoast SEO Premium you instantly master the art of making redirects. You'll save yourself a ton of trouble when deleting or altering a page. Yoast SEO detects your change and asks whether you want to redirect the page to another one. [More info.](#)

3. Lightning fast internal linking

Always spending ages finding related posts to link in your article? Not anymore! With Yoast SEO Premium's Internal Linking tool, you get link suggestions as you type. The more you type, the more relevant these links will be. Simply click on the icon to copy the link to your post. [More info.](#)

4. 24/7 support

Premium customers get 24/7 support. Our experts are always on hand to help you if you run into issues. Or in case you need advice on how to best use a certain function. [More info.](#)

5. New features first

We're working hard on revolutionary new features to take Yoast SEO Premium to the next level. Some of these features will only be available for Premium.

Upgrade to Yoast SEO Premium



[Get Yoast SEO Premium Now](#)

Only 69,- for 1 site - Risk-free: 30-day money back guarantee - No questions asked

Join the more than 200,000 satisfied Yoast SEO Premium customers.

These are the 6 features of Yoast SEO Premium they like best:

- ✔ Up to 5 focus keywords for every single page
- ✔ Preview your page or post on Facebook and Twitter
- ✔ Internal linking to charm Google's socks off
- ✔ No more dead links: automatic redirects
- ✔ 24/7 e-mail support
- ✔ No more ads!

How does Yoast SEO Premium compare to the free version?

See for yourself:

Yoast SEO Premium	Yoast SEO free
Add focus keywords ✔ Optimize each page for up to 5 keywords.	✘ Limited to 1 keyword.
Preview in social media ✔ Make sure no one can resist to click your post on Facebook and Twitter.	✘ Only Google and Bing preview.
Internal linking ✔ Get suggestions for links to other pages on your website, as you write.	✘ You have to look up related pages manually.
No more dead links ✔ Easily redirect old URLs to new ones.	✘ Don't forget to create a redirect yourself each time you delete a page. Or keep losing visitors.
24/7 e-mail support ✔ Round the clock e-mail access to our wonderful and knowledgeable support team.	✘ Browse our extensive FAQ section and knowledge base.
No more ads ✔ In Yoast SEO Premium there are no ads.	✘ Keep getting ads for our other awesome products and services.

[Get Yoast SEO Premium Now](#)

Only 69,- for 1 site
Risk-free: 30-day money back guarantee



You can optimize each web page for up to 5 words or combinations of words. Related to: synonyms, ... Google welcomes them with open arms.



Upgrade to Yoast SEO Premium

How does Yoast SEO Premium compare to the free version?

Yoast SEO Premium	Yoast SEO free
<p>Get Yoast SEO Premium Now</p> <p>Only €79 (ex VAT), including 1 year free updates and support Risk-free: 30-day money back guarantee - No questions asked</p>	
<p>✓ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!</p>	<p>✗ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.</p>
<p>✓ Preview your page in Google, Bing, Facebook and Twitter</p>	<p>✗ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but not in Facebook or Twitter.</p>

What's holding you back from upgrading to Premium?

<p>This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.</p>	<p>If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.</p>
<p>✓ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.</p>	<p>✗ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.</p>
<p>✓ No ads We've removed the ads for you. We love your support! Thanks!</p>	<p>✗ Ads You'll see ads for our other awesome products and services.</p>
<p>✓ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.</p>	<p>✗ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.</p>

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Risk-free: 30-day money back guarantee - No questions asked

Upgrade to Yoast SEO Premium

How does Yoast SEO Premium compare to the free version?

Yoast SEO Premium	Yoast SEO free
<p style="text-align: center;">Get Yoast SEO Premium Now</p> <p>Only €79 (ex VAT), including 1 year free updates and support Risk-free: 30-day money back guarantee - No questions asked</p>	
<p>✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!</p>	<p>✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.</p>
<p>✔ Preview your page in Google, Bing, Facebook and Twitter You'll get a good idea of how your page may look in search results, and you get full control over how your page appears on Facebook and on Twitter. So you're sure it convinces people to click through.</p>	<p>✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but as for Facebook and Twitter? You can only guess and cross your fingers.</p>
<p>✔ Get real-time suggestions for internal links You get suggestions for links to other pages as you write. Google loves these internal links and might reward you with a better ranking.</p>	<p>✘ You have to look up related pages yourself Don't forget to reserve extra time for looking up related pages to link to. For every single page you create ... and all the current pages on your website.</p>
<p>✔ We'll ask what you want us to do with every deleted page This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.</p>	<p>✘ You have to create a redirect every time you delete a page If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.</p>
<p>✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.</p>	<p>✘ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.</p>
<p>✔ No ads We've removed the ads for you. We love your support! Thanks!</p>	<p>✘ Ads You'll see ads for our other awesome products and services.</p>
<p>✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.</p>	<p>✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.</p>

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<p>✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!</p>	<p>✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.</p>
<p>✔ Preview your page in Google, Bing, Facebook and Twitter You'll get a good idea of how your page may look in search results, and you get full control over how your page appears on Facebook and on Twitter. So you're sure it convinces people to click through.</p>	<p>✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but as for Facebook and Twitter? You can only guess and cross your fingers.</p>
<p>✔ Get real-time suggestions for internal links You get suggestions for links to other pages as you write. Google loves these internal links and might reward you with a better ranking.</p>	<p>✘ You have to look up related pages yourself Don't forget to reserve extra time for looking up related pages to link to. For every single page you create ... and all the current pages on your website.</p>
<p>✔ We'll ask what you want us to do with every deleted page This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.</p>	<p>✘ You have to create a redirect every time you delete a page If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.</p>
<p>✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.</p>	<p>✘ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.</p>
<p>✔ No ads We've removed the ads for you. We love your support! Thanks!</p>	<p>✘ Ads You'll see ads for our other awesome products and services.</p>
<p>✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.</p>	<p>✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.</p>

[Get Yoast SEO Premium Now](#)

Only €79 (ex VAT), including 1 year free updates and support
Risk-free: 30-day money back guarantee - No questions asked

Upgrade to Yoast SEO Premium

How does Yoast SEO Premium compare to the free version?

Yoast SEO Premium	Yoast SEO free
<p>Get Yoast SEO Premium Now</p> <p>Only €79 (ex VAT), including 1 year free updates and support Risk-free: 30-day money back guarantee - No questions asked</p>	
<p>✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!</p>	<p>✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.</p>
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<p>✔ No ads We've removed the ads for you. We love your support! Thanks!</p>	<p>✘ Ads You'll see ads for our other awesome products and services.</p>
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All plugin settings will be automatically migrated to Yoast SEO Premium for you. So you **keep all the work you've already put into your free plugin.**

[Get Yoast SEO Premium Now](#)

Only €79 (ex VAT), including 1 year free updates and support
Risk-free: 30-day money back guarantee - No questions asked

**Another example where user
research moved the needle**

Moderne hanglamp zwart met gouden binnenkant 50cm - Magna Basic

★★★★ (1 klantreviews) Merki: QAZQA | Vragen en antwoorden (1) | [Deel dit product](#)

36% SALE



A++ €-109,00 **€ 69,95**
€ 39,05 korting deze actie is nog 3 dagen geldig
Op voorraad

Vandaag voor 20:00 besteld, morgen in huis!

1

[In winkelwagen](#)

Incl. BTW

✓ Dit product wordt **gratis** bij je bezorgd

[Bekijken in wensenlijst](#) | [Zakelijk bestellen?](#)

✓ Het **grootste** steeraanbod van Europa!

✓ **Gratis** verzenden vanaf €50

✓ **30 dagen** bedenktijd

✓ **Gratis** retourneren

✓ Klanten geven ons een **5**

Andere kleuren

Meer uit deze serie



+5



Lichtadvies nodig van onze experts?
Onze experts staan 7 dagen per week voor je klaar.

[Chat live](#) → of WhatsApp naar [06-40725437](#)

Productbeschrijving

Een super glanzende inbouwspot voor in jouw interieur. Maak hem compleet met een GU10 lichtbron van maximum 35W. De spot is tevens dimbaar met een externe dimmer; bijpaal des zelf je sleert!

Hij heeft een diameter van 5,5 cm. De inbouwafmetingen zijn: een diepte van 2,5 cm en een diameter van 5,5 cm. Dankzij de IP-waarde van IP44 is hij bestendig tegen spatwater en kan hij dus geplaatst worden in zowel de badkamer als onder jouw terras. Nu voordelig in een set van 2.

Specificaties

Globaal

Aantal in set

Product details

Artikelnr.

Algemeen

EAN

Merk

Handleiding

QAZDA

Let's AB-test this!

Sort specs based on most used filters

Productbeschrijving

Top design spot waarmee de lichtbron diep in plafond komt en daardoor een fraai effect geeft zonder verblinden te zijn. Meest afgewerkt in een zand structuurlak die zorgt voor een luxe herfstbruin tinting.

Specificaties

Size & Weight	
Afmetingen algemeen	Diameter 8,9 cm
Interne afmetingen	Diepte 10 cm - diameter 8 cm
Gewicht in KG	0,3000
Lichtbron	
Met lichtbron	Nea incl. Lichtbron
Aantal Lichtpunten	1
Fitting	GU10
Beschikte lichtbron	LED, Halogeen, Spaarlamp
Wattage	50 watt
Voltage	Hoogspanning (220V/230V, best bij 8001480000000000)
Technical Spec's	
IP waarde	(IP20) Strallicht (vaak is lichtstroom)
Dinbaar	Ja, dimmer niet inbegrepen
Product details	
Artikelnr.	91185
Algemeen	
EAN	08718881102223
Merck	QAZQA

Specs open on mobile

Aanbevolen accessoires

Productbeschrijving

Specificaties

Productdetails

Artikelnr. 102223

Algemeen

EAN 08718881107740

Merck QAZQA

Handleiding [PDF downloaden](#)

Stijl Landelijk

Vorm Bol

Kleur & Materiaal

Kleur Zwart

Materiaal Papier met Staal

Maten & Gewicht

[Stuur een bericht](#)

Link to specs at top of page

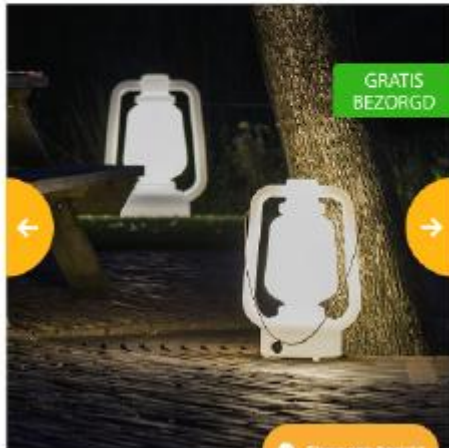
lampenlicht.nl

Waar ben je naar op zoek?

Vloerlamp wit 51 cm IP44 - Storm Large

★★★★★ (1 klantreviews) | Merck: QAZQA

[Specificaties](#) | [Deel dit product](#)

[←](#)  [→](#)

GRATIS BEZORGD

[Stuur een bericht](#)

Specs to the left

Spezifikationen

Productdetails

Art.-Nr. 11427

Allgemein

EAN 08718881044395

Merck QAZQA

Anleitung [PDF downloaden](#)

Stil Design

Produktbeschreibung

Die wickelt deiner Einrichtung einen unverwechselbaren Charme verleihen? Dann ist die Pendelleuchte Cheneal im schlichten Glasdesign mit Messing genau das passende für dich! Echtes Understatement und elegantes Design machen diese Leuchte zu einem einzigartigen EyeCatcher für dein Zuhause. Die charakteristische Form einer Glühlampe wirkt individuell und zeitlich zugleich. Die Pendelleuchte ist 36,8 cm lang, die Leuchte selbst ist 40 cm hoch und hat einen Durchmesser von 30 cm. Durch ihre E27 Fassung lässt sie sich mit den verschiedensten Leuchtmitteln kombinieren. Mit der Cheneal wird deine Einrichtung perfekt! Das Leuchtmittel ist im Lieferumfang nicht enthalten.

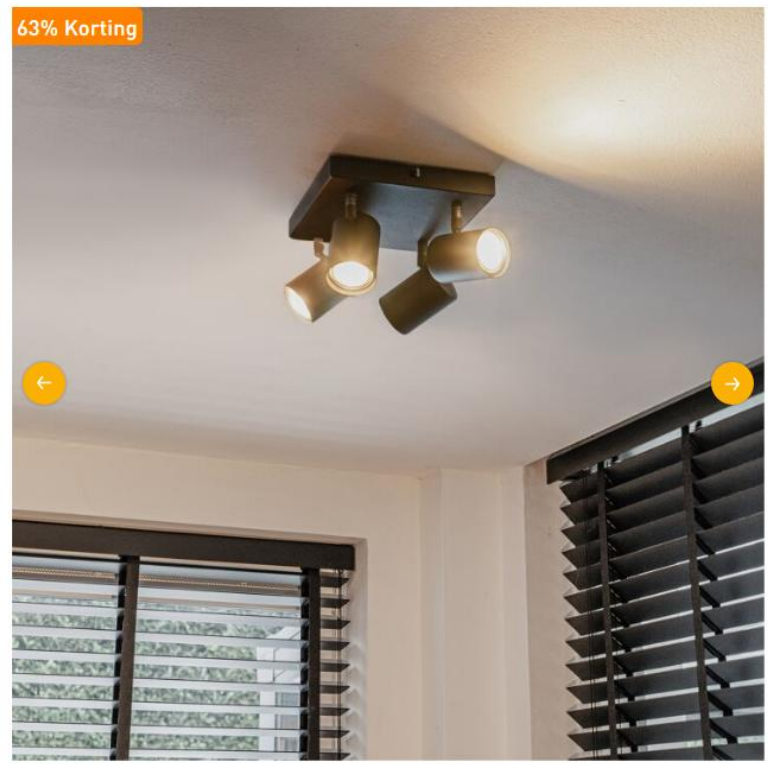
Nada. Nothing. Zilch.



AB-testing without user research = gambling!

Moderne plafondlamp zwart 4-lichts verstelbaar vierkant - Jeana

★★★★★ (17 klantreviews) Merk: QAZQA Vragen en antwoorden (2) Deel dit product



63% Korting

Adviesprijs: € 94,95
Nu: € 34,95
Je bespaart 63% Let op, deze actieprijs is nog 7 dagen gegarandeerd!

- ✓ Vandaag voor 22:00 besteld, vrijdag in huis!
 - € 10,00 voor 3 jaar extra garantie en zekerheid
- 1 [In winkelwagen](#)

Bekijken in één van onze winkels?
[Bekijk de winkelvoorraad](#)

- ✓ Gratis verzenden vanaf €50
- ✓ 30 dagen bedenktijd
- ✓ Achteraf betalen met Klarna

Lichtadvies nodig van onze experts?

Onze experts staan 6 dagen per week voor je klaar.

[Chat met ons](#)

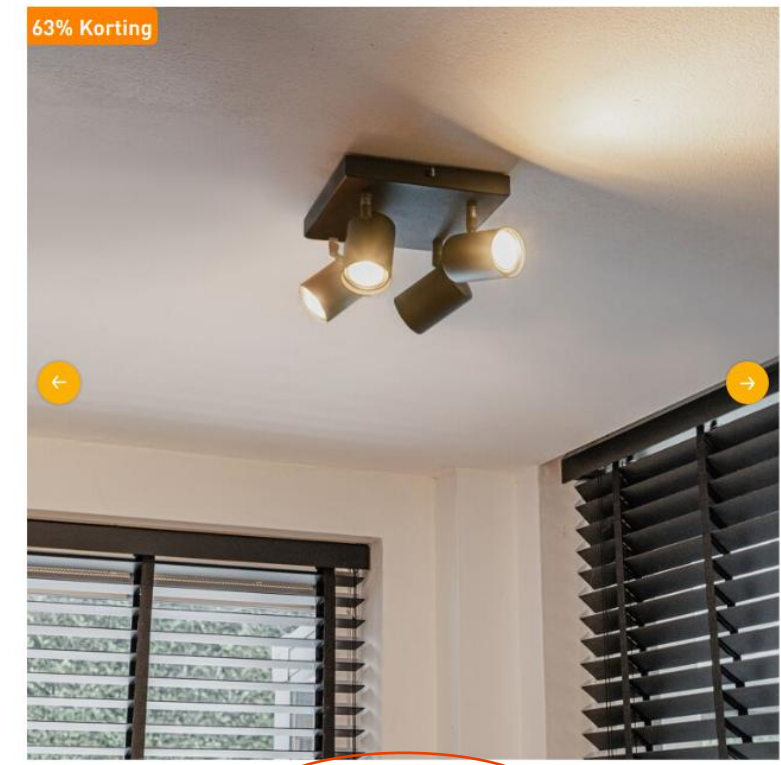
Of Whatsapp naar +31 (0)6 186 859 20

Andere kleuren Meer uit deze serie +19



Moderne plafondlamp zwart 4-lichts verstelbaar vierkant - Jeana

★★★★★ (17 klantreviews) Merk: QAZQA Vragen en antwoorden (2) Deel dit product



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Andere kleuren Meer uit deze serie +19



Lamp bevat GU10 fitting

WINNER

Industriële hanglamp zwart met goud 50 cm - Magna Eco

★★★★★ (7 klantreviews) | Merk: QAZQA |
[Vragen en antwoorden \(1\)](#) | [Deel dit product](#)

GRATIS
BEZORGD



Deze lamp bevat een E27 fitting

Visible without scrolling

• • • • • [Stuur een bericht](#)

#9

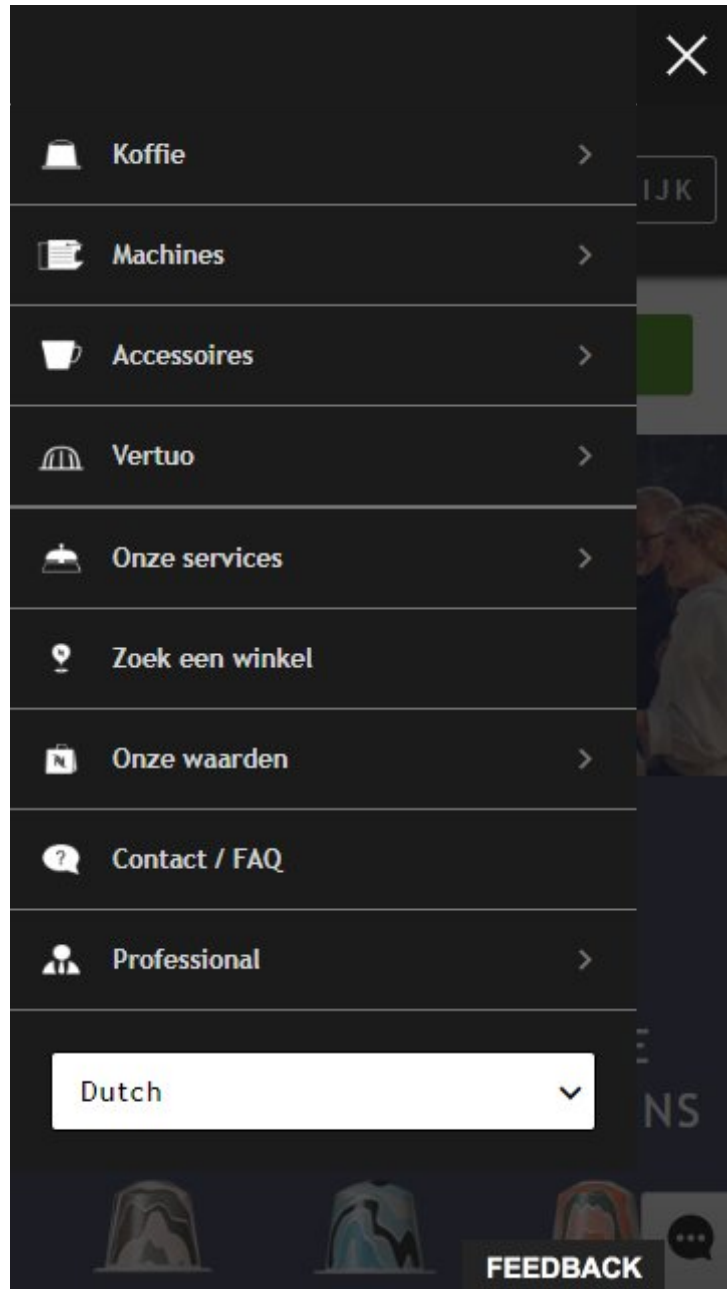
Make it better > Add something new

What we think we do

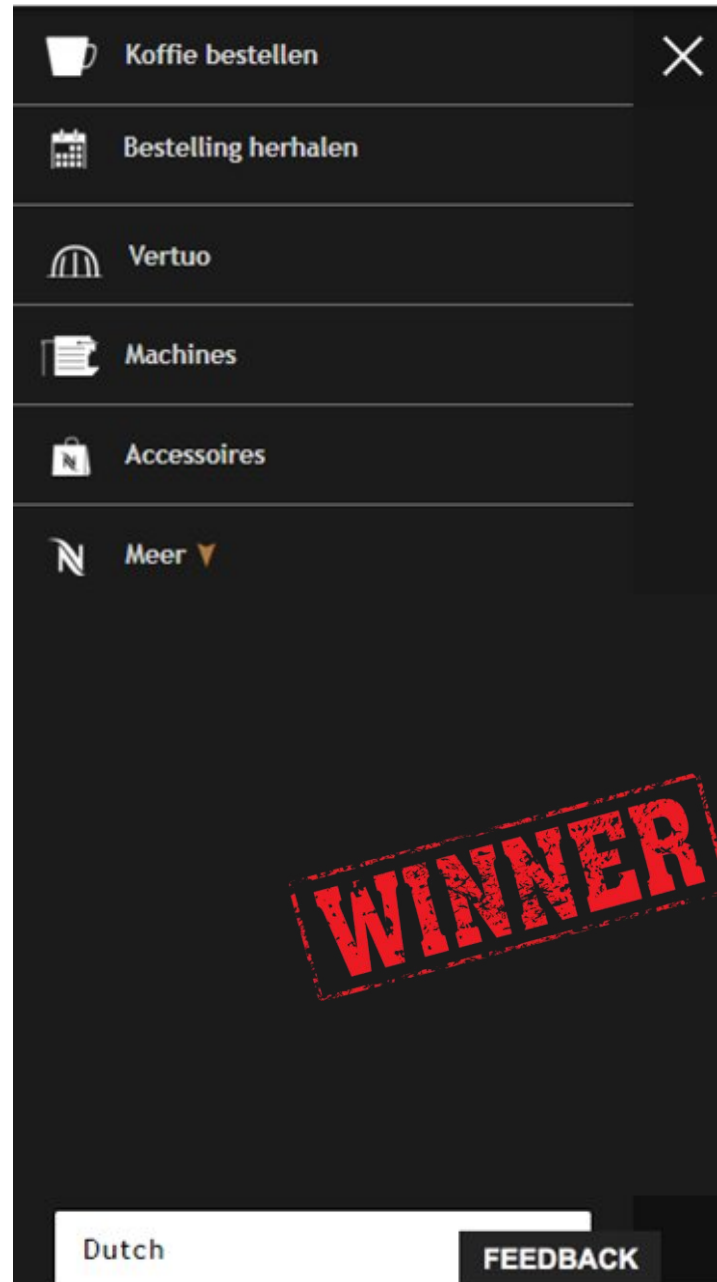
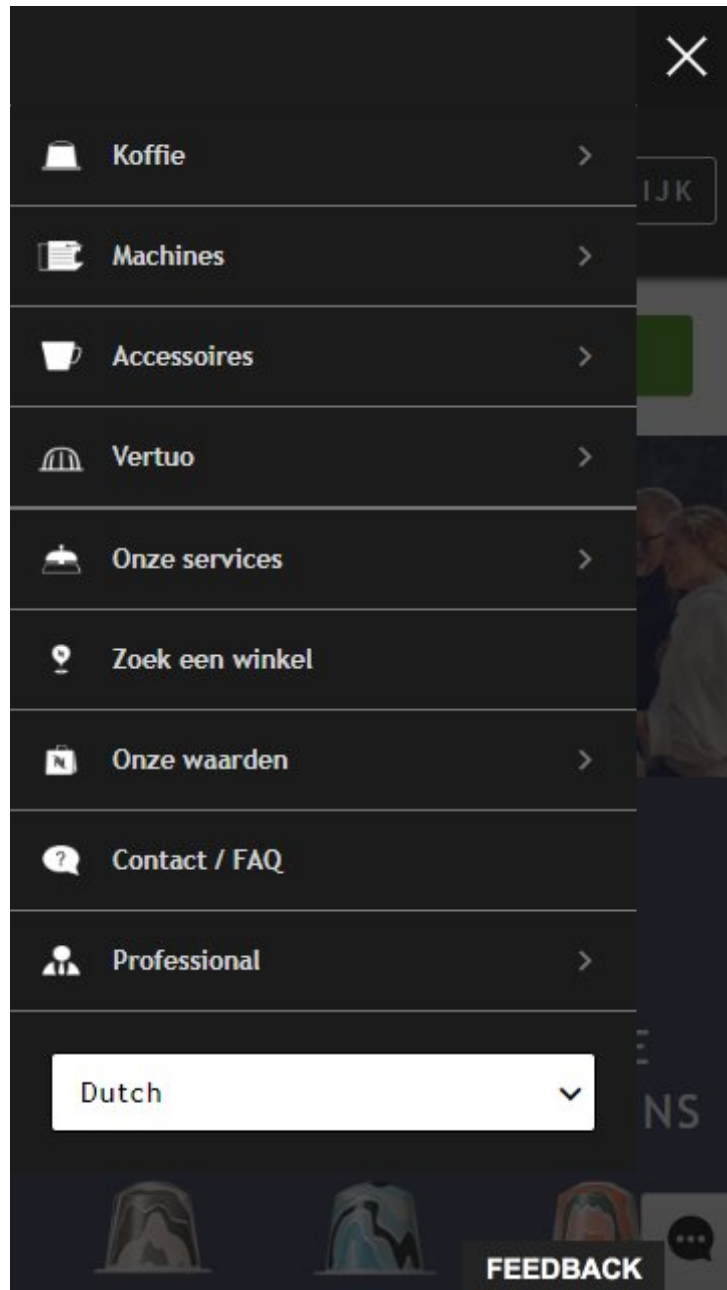


What we actually do

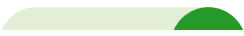




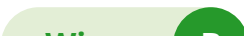
What's the main goal of your visit to our site today



A



A



Blurred text on the left side of the page, possibly a list or document content.

Blurred table structure with multiple columns and rows of text.

#10

Copy is crucial for success

Copy > Looks

20% of our visitors say they can't find the info they need on a product page.

Major European offline and online brand selling hiking, camping, and sports gear

Select your billing style

We offer two ways of payment, so you can choose what suits you best.

Billing style

- Automatically renew my subscription for me (10% discount on renewal)
- I'll renew manually every year (no discount on renewal)



Select your payment method

- PayPal  + €0.00

Pay via PayPal; you can pay with your credit card if you don't have a PayPal account

- iDeal  + €0.00
- Credit Card  + €0.00

- I want to receive practical tips & SEO news
- I've read and accept the [terms of service](#)

Proceed to PayPal

Select your billing style

We offer two ways of payment, so you can choose what suits you best.

Billing style

- Renew automatically **10% discount on renewal**

Great choice! Your subscription will automatically renew at a **10% discount**. We'll reach out via email 2 weeks before your subscription expires. Of course you can **cancel anytime**

- Renew manually (no discount on renewal)

Select your payment method

- PayPal  + £0.00

Pay via PayPal; you can pay with your credit card if you don't have a PayPal account

- Credit Card  + £0.00

- I want to receive practical tips & SEO news
- I've read and accept the [terms of service](#)

Proceed to PayPal

#11

Aim for learnings that go beyond the current version of your website or app. And can be used in your whole business.

CARGLASS
WINNER

Body Car windows

Service Centers Contact Frequently Asked Questions NL FR

Service Centers Contact Frequently Asked Questions NL FR

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage.*
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: In one of our service centers, at home, at work or anywhere else.

Make an appointment now

Arranged in less than 5 minutes!

Find a Service Center

- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

[Or view all service centers >](#)

Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

CARGLASS

Maak online een afspraak Uw afspraak beheren Autoruitschade Service en producten Expert in autoruit technologie Offerte **AFSPRAAK MAKEN**

Waar en wanneer u wilt

Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSpraak

Zoek een Service Center bij u in de buurt



Maak online
een afspraak

Uw afspraak
beheren

Autoruitschade

Service en
producten

Expert in
autoruit
technologie

Offerte

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Postcode of plaatsnaam



Make an appointment





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Uw afspraak
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Autoruitschade

Service en
producten

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Offerte

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MAAK NU EEN AFSPRAAK



Zoek een Service Center bij u in de buurt

Postcode of plaatsnaam



ingen?

als u verzekerd

s met uw

de herstelling of

or alle merken en

één van onze

of ergens anders.

Vind een Service Center



Wacht! Voor u gaat, hebben we nog 1 vraagje. Wat is de belangrijkste reden waarom u vandaag geen afspraak maakt?

VERZEND... 

Vind een service center in uw buurt

[Of bekijk alle 42 Service Centers >](#)

What is the most important reason why you didn't make an appointment today?

MAKE AN APPOINTMENT ONLINE

MANAGE YOUR APPOINTMENT

CAR DAMAGE

SERVICE AND PRODUCTS

EXPERT IN CAR WINDOW TECHNOLOGY

QUOTATION

MAKE AN APPOINTMENT



Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage. *
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Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

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Waar en wanneer u wilt

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Zoek een Service Center bij u in de buurt

A

Service Centers Klantenbeoordelingen Contact Veelge...

CARGLASS Maak online een afspraak Uw afspraak beheren Autoruitschade Service en producten Expert in autoruit technologie Offerte **AFSPRAAK MAKEN**

Ruit herstellen of vervangen? Maak nu een afspraak!

- ✓ **Gratis** herstelling of vervanging als u verzekerd bent tegen glasbreuk.*
- ✓ **Geen papierwerk:** Wij regelen alles met uw verzekeraar.
- ✓ **Unieke levenslange garantie** op de herstelling of vervanging van uw ruit.
- ✓ **Ruiten van originele kwaliteit** voor alle merken en modellen.
- ✓ **Waar het u het beste uitkomt:** In één van onze service centers, thuis, op uw werk of ergens anders.

Maak nu online een afspraak
Geregeld in minder dan 5 minuutjes!

Vind een Carglass Service Center

- 42 service centers verspreid over België
- Ook open op zaterdag van 8u00 tot 16u30
- Gratis wifi, kranten en tijdschriften, leenfiets, lekkere koffie en water

Vul een postcode of plaatsnaam in:

Vind een service center in uw buurt

[Of bekijk alle 42 Service Centers >](#)

Winner B

Mijn afspraak Service Centers Partners B2B Contact Veelgestelde vragen NL FR

Maak een afspraak Autoruitschade Producten en extra diensten Prijs en offerte Carglass® voordelen **Maak nu een afspraak**

WEER UPDATE Koude lucht van je auto op de warme ruit, vergroot het risico op het verder barsten van een steervijl. Maak nu een afspraak

Autoruit herstellen of vervangen?

Maak nu een afspraak of

Geregeld in 5 min

★★★★★ Klantenscore: 9,6/10

- Meestal gratis indien verzekerd
- Ruiten van originele kwaliteit
- Geen papierwerk
- Binnen de dag klaar
- Op minder dan 20 min. rijpen

Wat kost een herstelling of vervanging?

Ben je verzekerd tegen glasbreuk? Dan kost dit meestal niets. Wij werken samen met alle Belgische verzekeringsmaatschappijen en

Ben je niet verzekerd tegen glasbreuk? Dan kosten zijn afhankelijk van de schade en je ruittype.

CARGLASS Mijn afspraak Contact 078 78 12 37 NL | FR **Maak nu je afspraak**

Autoruitschade Prijzen Verzekering en leasing Producten en tinten Service Centers Veelgestelde vragen

Autoruitschade? Wij helpen je graag verder!

Maak nu je afspraak

Waarom kiezen voor Carglass®?

- ✓ **Levenslange garantie**
- ✓ **Ruiten van originele kwaliteit**
- ✓ **24/7 bereikbaar**
Onze klantendienst staat 24/7 en 365 dagen per jaar klaar om
- ✓ **Meer dan 35 jaar ervaring**

**Carglass uses these insights and learnings
in their radio and tv commercials, online
ads, socials, ...**

In-depth research will help you to adapt your messaging in line with your users.

This will result in AB-tests and changes with a long lasting impact that go beyond your website.

UX & CRO =
Research & experimentation
driven business growth

#

What did you learn today?

How not to suck at UX & experimentation

- 1 Don't hide important stuff
- 2 Ask advice!
- 3 Accept & implement advice and learning from research and AB-tests
- 4 Don't count on your intuition or so-called best practices
- 5 Most AB-test learnings should result in 'aha, of course'

How not to suck at UX & experimentation

- 6 If you're constantly surprised by your AB-test results, something is probably wrong
- 7 UX fundamentals still stand
- 8 User research results in more and bigger wins
- 9 Make it better > Add a new feature
- 10 Copy > looks
- 11 Aim for AB-tests and learnings that transcends that instance of your website

AGConsult

User research | Usability | UX | CRO | Business Growth



Thank you !

Karl Gilis
karl@agconsult.com