

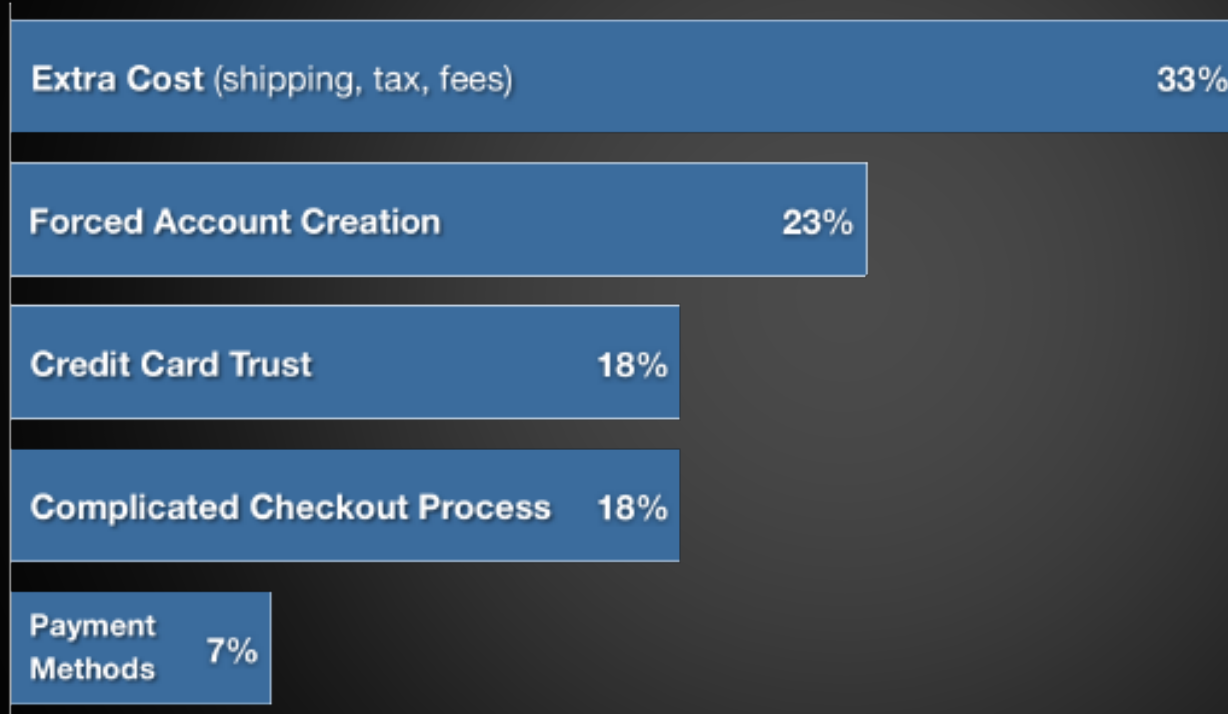
Checkout Usability

Guidelines for reducing cart abandonment

Rachele DiTullio - User Experience Architect

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Top reasons for cart abandonment



Baymard survey:
June 2013 · 1,505
respondents · US
internet users age 18+



When something unexpected
or unclear occurs,
customers tend to think they
did something **wrong**.



63 Usability Guidelines

Data Input (15)

Copywriting (8)

Layout (15)

Navigation (8)

Flow (7)

Focus (10)



Severity & Frequency



State:

Zip Code:

Country:

USA

This is also my billing address

Cancel

Continue

Data Input Guideline

Use 'shipping address' as 'billing address' by default.

Password | [Show Password](#)

Password Strength: Enter A Password

To create a strong password, try using a sentence with spaces, letters, numbers, and special characters.

ZIP Code

Phone

Used to look up your member ID in store.

Copywriting Guideline

Add descriptions to form field labels.

 First Name*

Please enter your First Name.

Last Name*

Please enter your Last Name.

Address Line 1*

Please enter your Address.

Address Line 2

Layout Guideline

Use clear error indications.



Secure Checkout

Navigation Guideline

Allow your customers to force-proceed through potentially wrong validators.

We've found similar addresses to the one entered.
Please select the best match below.

- 1301 S MO Pac Expy, Austin, TX, 78746
- 1301 S MO Pac Expy Apt S, Austin, TX, 78746
- 1301 S MO Pac Expy Bldg 4, Austin, TX, 78746
- I'd like to use address as entered
1301 mopac, st 150, Austin, TX, 78746 [Edit](#)



Checkout: Billing Address



Billing Address

All billing information must match the credit card statement and is verified with credit card issuer. Any discrepancy may delay your order.

* Required fields

Rachele	MI
DiTullio	
3201 Duval RD	
APT 735	
Austin	
Texas	78759

Flow Guideline

Have a completely linear checkout process.



Focus Guideline

Registration should be optional.

New Customers

Proceed to checkout and you will have an opportunity to create an account at the end if one does not already exist for you.

Continue as a Guest

A quick pitch for usability testing...

- Designers \neq Users
- 5 users will find 85% of the problems
- Fix the design, test again \rightarrow iterate
- Cheaper than fixing *after* development