

How do we take Checkout from 10 clicks to 7, or even just 2 ...?

Creating an efficient and inclusive experience that's accessible to everyone.

The brief

Analyse our flow and provide suggestions on how we can improve our checkout conversion rates.

How-Might-We's are a great way to take problem statements and frame them as opportunities. Through this I created 4 measurable objectives.

HMW

- ✓ Increase our checkout **conversion** rates?
- ✓ Increase our users overall **speed** through checkout?
- ✓ **Simplify** our users checkout experience?
- ✓ Create unique **upselling** opportunities to help increase cart sizes?



Without access to analytics it's hard to see where things are really going wrong... but in depth platform analysis, research and user testing can be very effective.

How do we take a **business objective** and turn it **into** real **customer value**?

Planning

5 Day Design Sprint



Understanding the problem & identifying solutions

8 Plaform & Competitor Analysis

To identify key user pains, gains and opportunities I analysed **8 online store checkouts Journeys** specifically focusing on:

Usability
Efficiency
Speed (steps)
Simplicity

System status
Consistency
Support
Affordance



Pains: 17
Gains: 9
Oppertunities: 16

Current • Complete



Pains: 14
Gains: 8
Oppertunities: 3

Direct • Complete



Pains: 11
Gains: 12
Oppertunities: 9

Indirect • Incomplete



Pains: 14
Gains: 15
Oppertunities: 7

Direct • Incomplete



Pains: 9
Gains: 10
Oppertunities: 4

Direct • Incomplete



Pains: 12
Gains: 9
Oppertunities: 5

Direct • Incomplete



Pains:
Gains:
Oppertunities:

Indirect

7 Research Platforms

Using credible online resources I could research current statistic (locally & globally), trends, patterns and user behaviour that have been researched and tested.

Baymard
Statista
Nielsen Norman Group
Spotify

Conversionxl
UXPin
Bogcommerce

8 User Interviews

The best way to identify issues is to go straight to the person using it. I interviewed 8 candidates to identify problems, gaps and solutions.

Male: 5
Female: 3
Age Group: 19 - 41
Experience: Seldomly shop online - Expert

18 Usability Tests

Using **Maze.design** I could test my **Invision prototype**, wireframed in Sketch with 20 users.

Tasks: 3
Platforms: **Responsive Web** (Mobile + Desktop)
Direct Success Rate: 77.8%
Indirect Success Rate: 11.1%

Key Findings

Checkout

What we know

Should be a responsive framework & not web vs mobile site

Linking between .com & m.com doesn't deep link pages so switching is an issue

Homepage is convoluted and overwhelming with no real objective or focused customer value

Inconsistent UI between primary site & checkout, as well as between desktop, mobile web & app

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What we've learnt

More intuitive ways of providing support options

Contextually relevant support (i.e. help topics in support)

Faster checkout options for experienced users (Express Checkout)

Wishlist items in cart as recommendations

More prominent step indicators (enhancing micro-commitments)

More visible rewards statuses (i.e. free delivery)

Guest cart overview in registration

PDP: Checkout + Express Checkout

Tour-torials for new features

More obvious "mini cart"

Cart state changes when new vs Empty vs full

More intuitive checkout navigation

Reduce checkout steps

Simplify Checkout Interface

Full transparency on checkout delivery fees

Streamline login/ registration journey for new customer



My Customer
Value Propositions:

<https://bit.ly/31ArEc1>

Other Findings

Search

Search Input: Autocomplete predictive search	Search Input: Search suggestions to highlight missing characters	Add relevant wishlist items to search results
Make searching for a product code more obvious	Image recognition to identify products	More accurate search results when searching for specific brand
Show relevant personalised deals when searching	Image recognition to identify products	Define a search-first experience
Upsel departments, categories, products in search discovery		

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Wishlist

Shared wishlists	Merchandise + Rewards on wishlist items	Add relevant wishlist items to search results
Make searching for a product code more obvious	Image recognition to identify products	More accurate search results when searching for specific brand
Show relevant personalised deals when searching	Image recognition to identify products	Wishlist alerts when on special
Create consistent experience between web, mobile web & app - W.L groups	Upsel departments, categories, products in search discovery	

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Overall

Consistent UI between platforms	Consistent UX between platforms	Chrome plugin to drag any item on the web into image recognition to match products
Add product comparison capability	More human & useful detailed product descriptions	Product images should always match actual product
More usable 4xx & 3xx ERROR pages (recommended topics, categories, brands, help, ...)	Create consistent experience between web, mobile web & app - W.L groups	Microinteractions for continuity, system-feedback & help user understand/interpret UX/I


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My Customer
Value Propositions:

<https://bit.ly/31ArEc1>

What came from all of this research, usability testing & prototyping?

- ✓ An improved & **validated checkout experience.**
 - ✓ Tons of great **user feedback.**
 - ✓ A feature that will dramatically improve “**unknown user**” checkout
 - ✓ A new **integrated** way of **paying online**
- 

Guest checkout makes registering & checking out a breeze.

Combining checkout & registration allows us to create a frictionless checkout experience for everyone.

- Set up your delivery details.
- Tell us when you would like it delivered.
- Make your payment.

 Desktop Prototype:

<https://bit.ly/2WRWvSo>

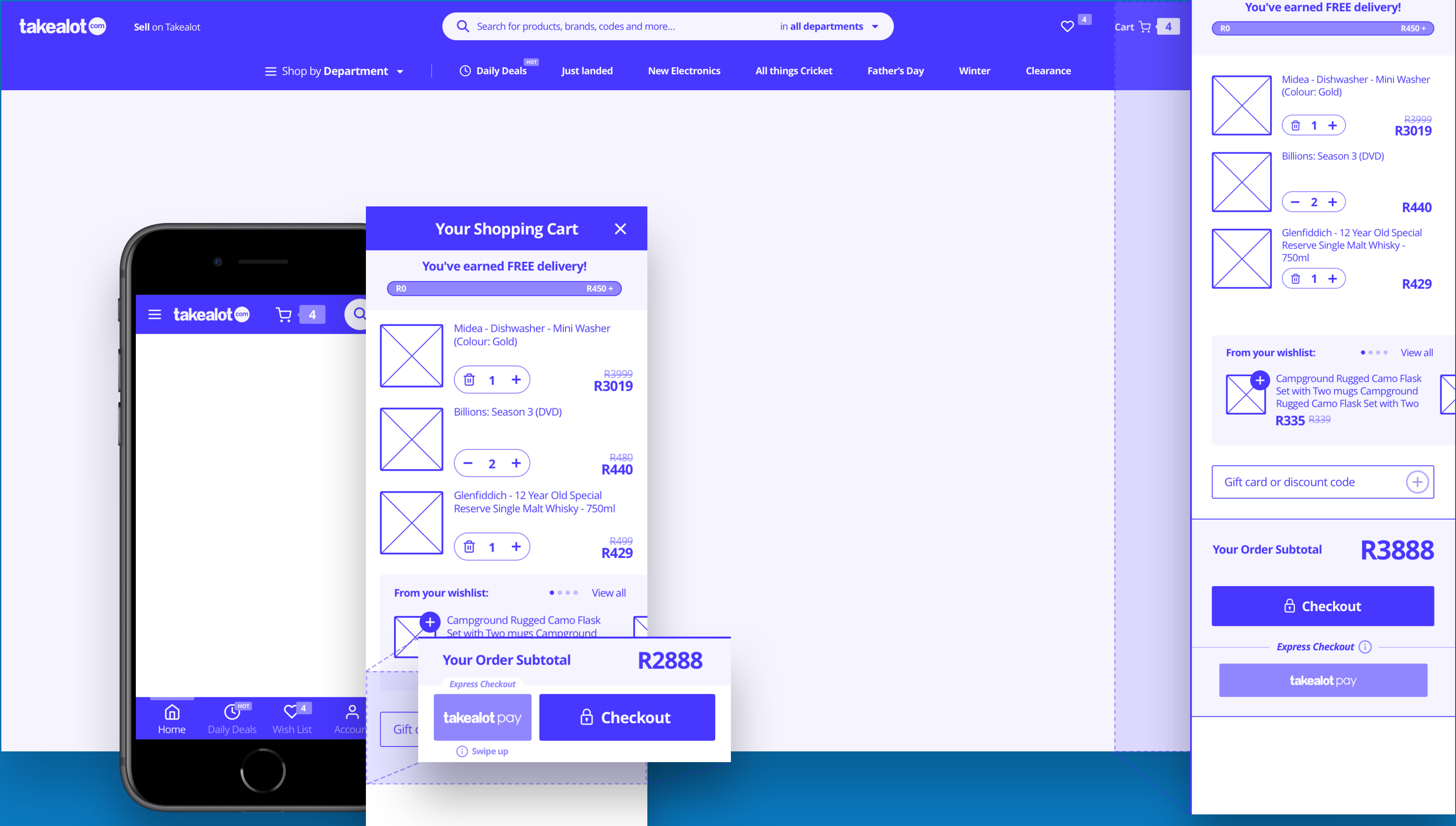
 Mobile Prototype:

<https://bit.ly/2IWNuh8>

 Desktop Usability Test Results

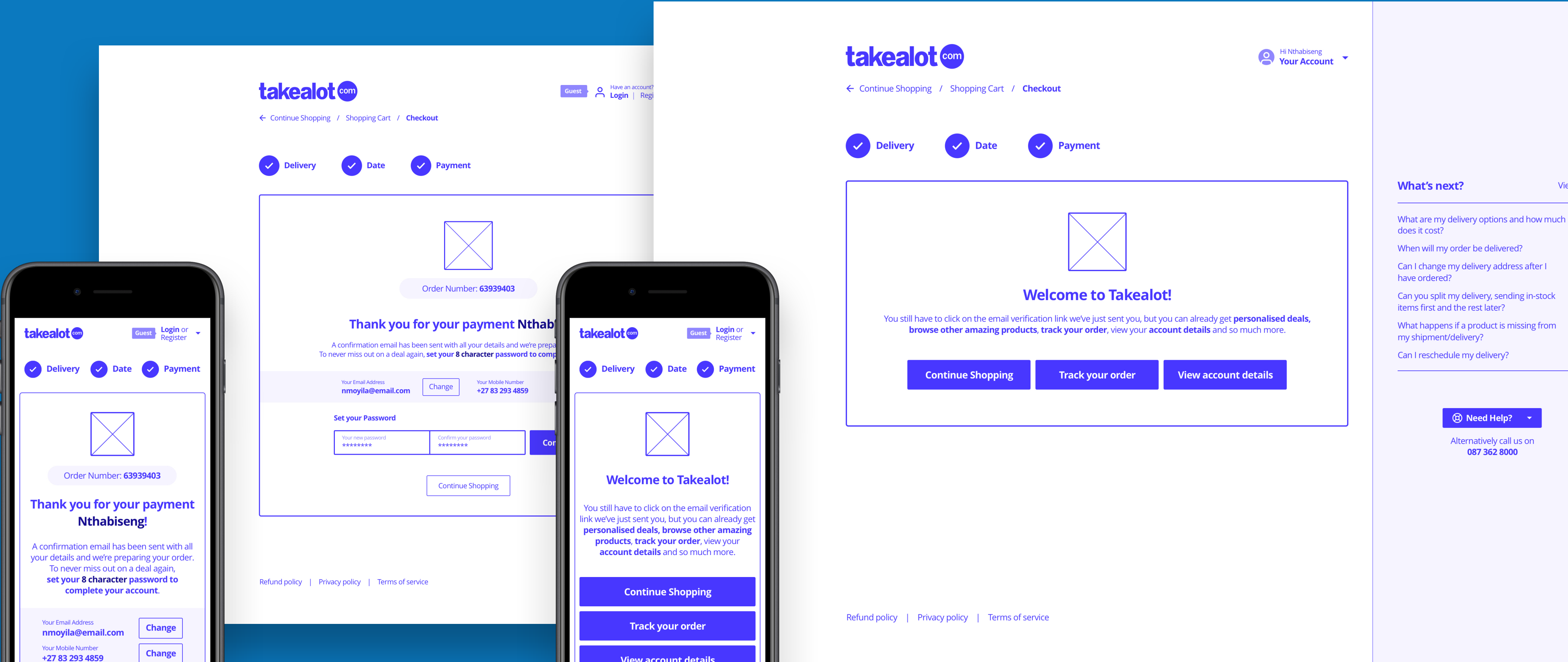
<https://bit.ly/2ZxxYil>

** The test was skewed due to Maze not presenting users with the first instruction, this lead to duplicate clicks and dro-poff during the test.



Create your password & your done! It's that simple.

Reducing the amount of breakouts means that customers can move seamlessly through the checkout experience and incrementally complete registration without the effort of committing to all those form fields.



The 2-step checkout that's a faster, more secure way to pay online.

TakealotPay makes it simple, faster than ever for millions of customers to safely and securely pay for products using the information already stored in their Takealot accounts.

- Set your favourite card & delivery location as your default.
- Instantly check out the things you want, without the clutter you don't.
- Confirm or update your details at any time, just in case.

All roads lead here

Even 3rd Party sites can integrate

Checkout

Shopping Cart

Product Cards

Change delivery date

How would you like to pay?

Credit & Debit Card

VISA

AMERICAN EXPRESS

takealot pay

Why Takealot Pay?

T with Ozow

Officially i-Pay

absa

Investec

EFT with PayFast

absa

Investec

Cash on Delivery

Bucks

obicred

SnapScan

Discovery Miles

MasterPass

Your Order Subtotal

R2333

Checkout

Express Checkout

takealot pay

Midea - Dishwasher - Mini Washer (Colour: Gold)

★ 4.5

R3 239

R3 019

Add to cart

takealot pay

Why Takealot Pay?

Investec

VISA

Change

**** * 9017

Exp. 08/21

Nthabiseng Moyila

Work

Cowboy Aliens

+27 83 293 4859

4 Darters Rd Gardens Cape Town 8001

Change

Friday, 14 June 2019

Standard Delivery

FREE

Change

Midea - Dishwasher - Mini Washer (Colour: Gold)

R3 999

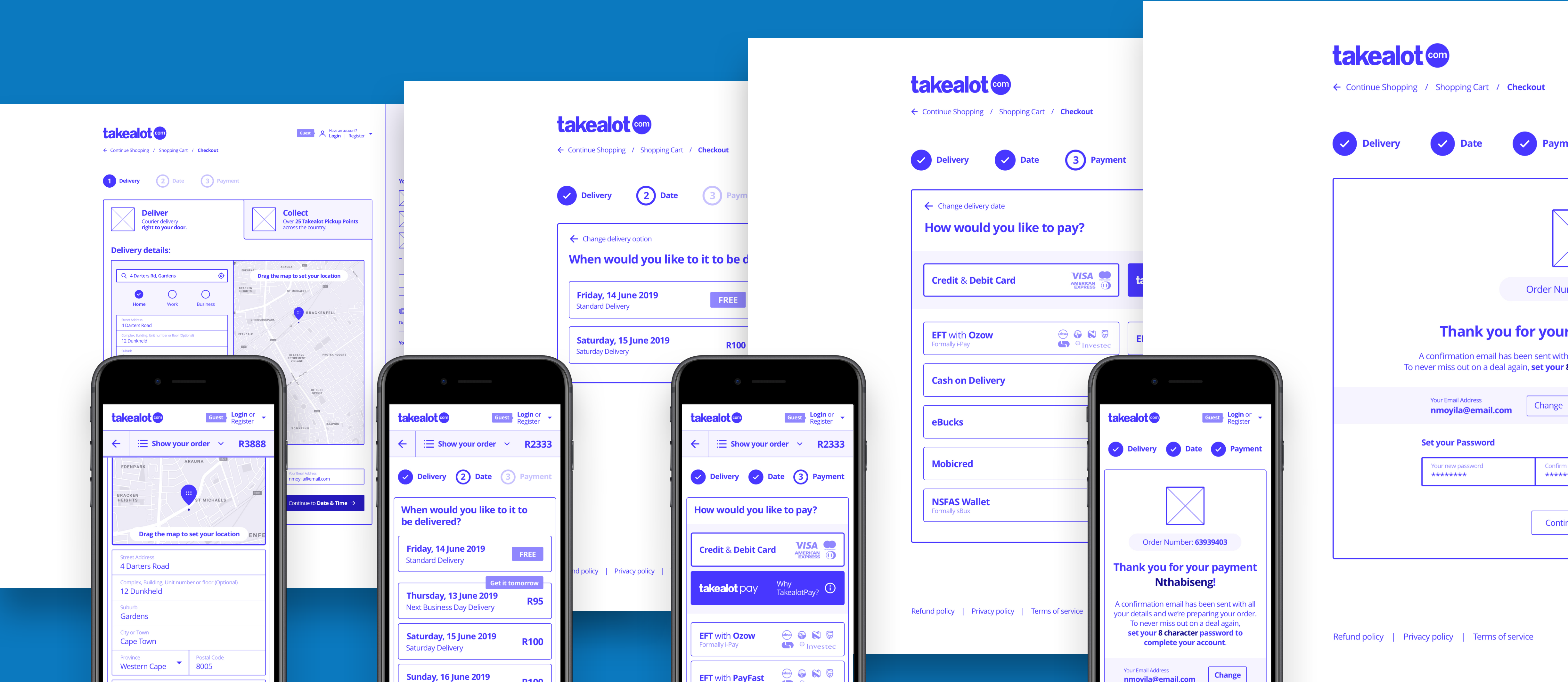
R3 019

Pay R3019



What if less steps meant having more control?

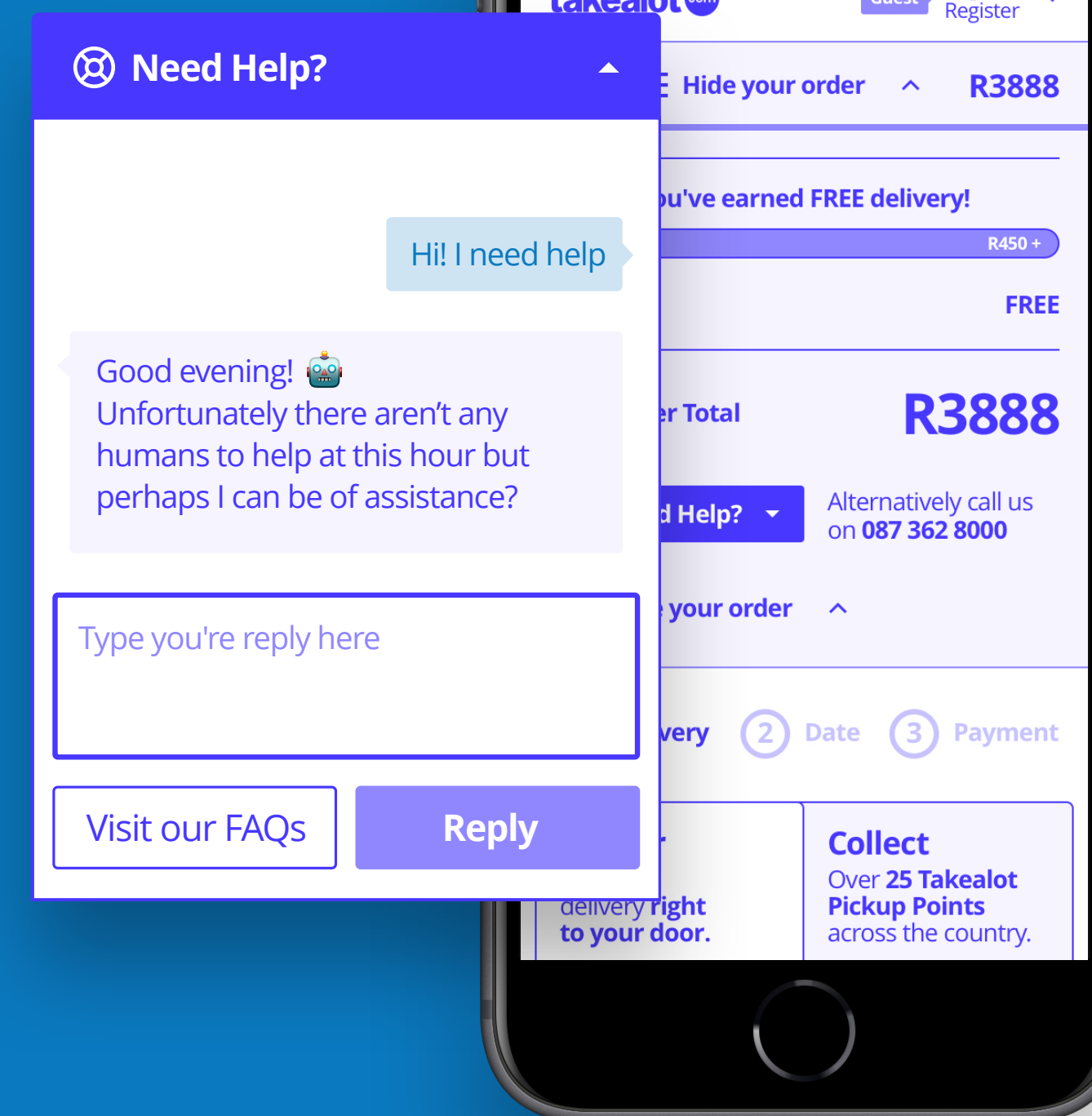
I've restructured the primary steps so that the secondary journey becomes more succinct and logical. With that reducing time spent checking out and more on browsing for your next purchase.



With support along the way, when you need it the most.

Help users recognise, diagnose, and recover from errors. If that fails provide them with contextually relevant support tools that are as responsive as they are helpful.

- Contextually relevant FAQs that supports rather than frustrates.
- Provide more self help tools for when users need it the most, when you're not there.
- And when you are, be helpful, human and learn.



What's next?

[View all](#)

- What are my delivery options and how much does it cost? ▾
- When will my order be delivered? ▾
- Can I change my delivery address after I have ordered? ▾
- Can you split my delivery, sending in-stock items first and the rest later? ▾
- What happens if a product is missing from my shipment/delivery? ▾
- Can I reschedule my delivery? ▾

[Need Help?](#) ▾

Alternatively call us on
087 362 8000



Thank you for your time.

Incase you missed it, here are all the prototype links again. Enjoy.



Desktop Prototype:

<https://bit.ly/2WRWvSo>



Mobile Prototype:

<https://bit.ly/2IWNuh8>



Desktop Usability Test Results

<https://bit.ly/2ZxxYil>

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Riniel Gresse
hello@rinielgresse.co.za