

# 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?

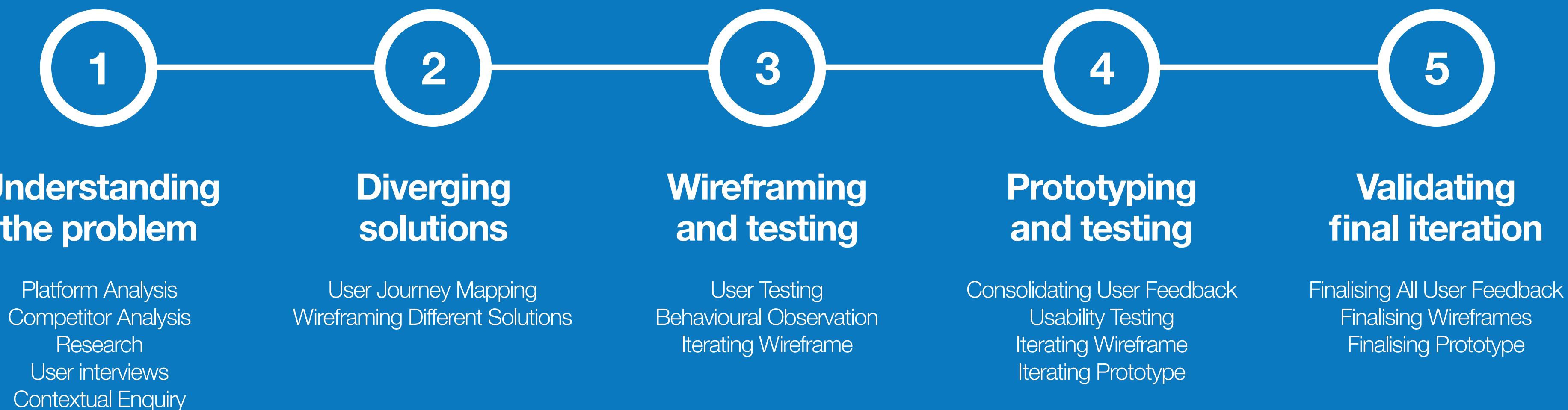


**Without access to analytics** it's hard to see where things are really going wrong... but in depth platform analysis, research and user testing can be very effective.

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 Platform & Competitor Analysis

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

Usability Efficiency	System status
Speed (steps)	Consistency
Simplicity	Support
	Affordance



Pains: **17**  
Gains: **9**  
Opportunities: **16**

Current • Complete



Pains: **14**  
Gains: **8**  
Opportunities: **3**

Direct • Complete



Pains: **11**  
Gains: **12**  
Opportunities: **9**

Indirect • Incomplete



Pains: **14**  
Gains: **15**  
Opportunities: **7**

Direct • Incomplete



Pains: **9**  
Gains: **10**  
Opportunities: **4**

Direct • Incomplete



Pains: **12**  
Gains: **9**  
Opportunities: **5**

Direct • Incomplete



Pains: **13**  
Gains: **10**  
Opportunities: **6**

Indirect • Complete

## 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	Conversionxl
Statista	UXPin
Nielsen Norman Group	Bogcommerce
Spotify	

## 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

A Miro board with a blue header and a white main area. The header contains the text 'Key Findings' and 'Checkout'. The main area is divided into several sticky notes. A large note on the left reads: 'Should be a responsive framework & not web vs mobile site' and 'Linking between .com & m.com doesn't deep link pages so switching is an issue'. Another note below it reads: 'Homepage is convoluted and overwhelming with no real objective or focused customer value'. A note on the right side reads: 'Inconsistent UI between primary site & checkout, as well as between desktop, mobile web & app'. The Miro logo is visible in the bottom right corner of the board.

- 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

## What we've learnt

A Miro board with a blue header and a white main area. The header contains the text 'Key Findings' and 'Checkout'. The main area is divided into several sticky notes arranged in a grid. The notes are: 'More intuitive ways of providing support options', 'More prominent step indicators (enhancing micro-commitments)', 'Tour-torials for new features', 'Reduce checkout steps', 'Contextually relevant support (i.e. help topics in support)', 'More visible rewards statuses (i.e. free delivery)', 'More obvious "mini cart"', 'Simplify Checkout Interface', 'Faster checkout options for experienced users (Express Checkout)', 'Guest cart overview in registration', 'Cart state changes when new vs Empty vs full', 'Full transparency on checkout delivery fees', 'Wishlist items in cart as recommendations', 'PDP: Checkout + Express Checkout', 'More intuitive checkout navigation', and 'Streamline login/registration journey for new customer'. The Miro logo is visible in the bottom right corner of the board.

- More intuitive ways of providing support options
- More prominent step indicators (enhancing micro-commitments)
- Tour-torials for new features
- Reduce checkout steps
- Contextually relevant support (i.e. help topics in support)
- More visible rewards statuses (i.e. free delivery)
- More obvious "mini cart"
- Simplify Checkout Interface
- Faster checkout options for experienced users (Express Checkout)
- Guest cart overview in registration
- Cart state changes when new vs Empty vs full
- Full transparency on checkout delivery fees
- Wishlist items in cart as recommendations
- PDP: Checkout + Express Checkout
- More intuitive checkout navigation
- Streamline login/registration journey for new customer



## 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
Upsell departments, categories, products in search discovery		

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		Upsell departments, categories, products in search discovery

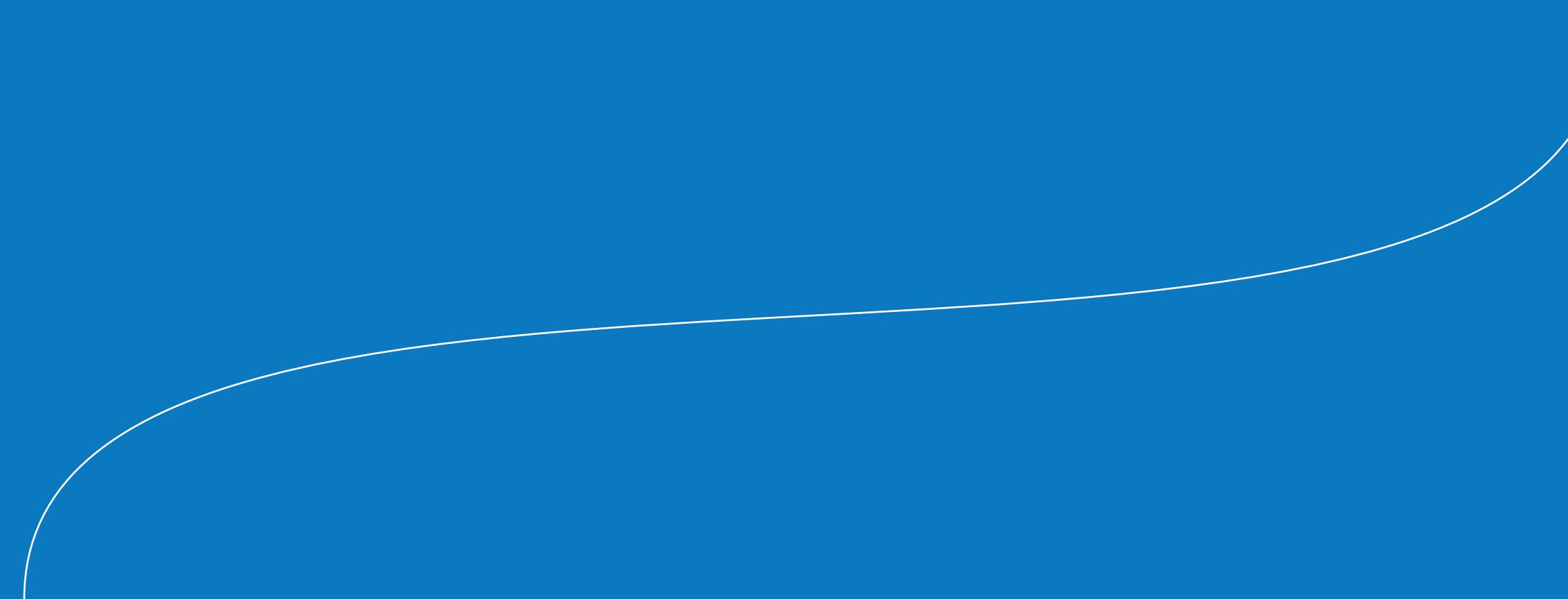
Consistent UI between platforms	Consistent UX between platforms	Chrome plugin to drag any item on the web into image recognition to match products
Add product comparison capability	More human & useful detailed product descriptions	Product images should always match actual product
More usable 4xx & 3xx 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

### Wishlist



# 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>

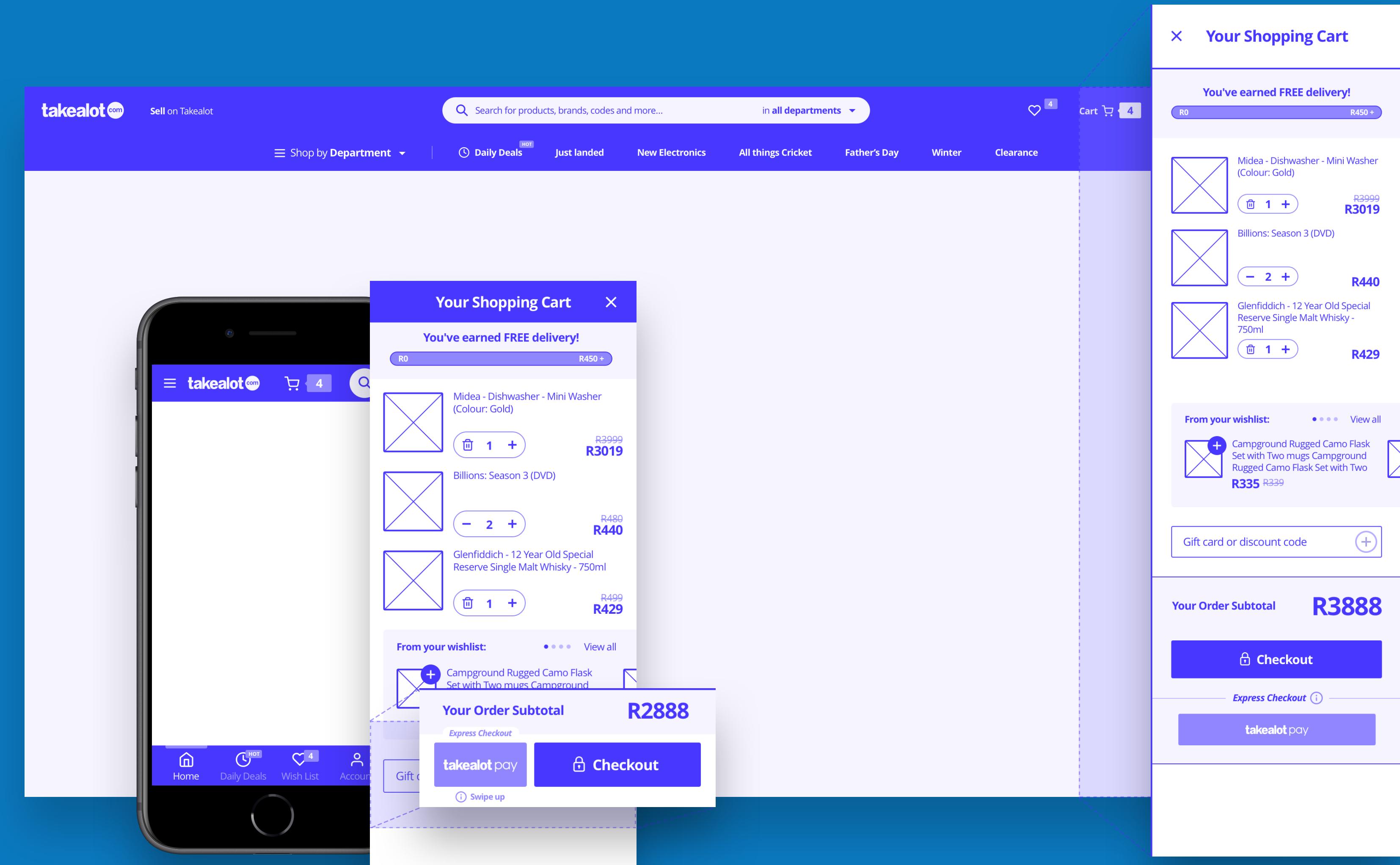
 Mobile Prototype:

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

 Desktop Usability Test Results

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

\*\* The test was skewed due to Maze not presenting users with the first instruction, this lead to duplicate clicks and drop-off 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.

takealot.com

Hi Nthabiseng  
Your Account

Continue Shopping / Shopping Cart / Checkout

Delivery Date Payment

Order Number: 63939403

Thank you for your payment Nthabiseng!

A confirmation email has been sent with all your details and we're preparing your order. To never miss out on a deal again, **set your 8 character password to complete your account.**

Your Email Address: nmoyila@email.com Change Your Mobile Number: +27 83 293 4859

Set your Password

Your new password: \*\*\*\*\* Confirm your password: \*\*\*\*\*

Continue Shopping

Welcome to Takealot!

You still have to click on the email verification link we've just sent you, but you can already get **personalised deals, browse other amazing products, track your order, view your account details** and so much more.

Continue Shopping Track your order View account details

Refund policy | Privacy policy | Terms of service

Refund policy | Privacy policy | Terms of service

What's next?

View

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

# 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.

Checkout

w would you like to pay?

Checkout

Shopping Cart

Product Cards

Product Cards

Credit & Debit Card

takealot pay

Why Takealot Pay?

Your Order Subtotal **R2333**

Checkout

Express Checkout ⓘ

takealot pay

Midea - Dishwasher - Mini Washer (Colour: Gold) **R3 019**

★ 4.5

Add to cart

MasterPass

All roads lead here

Even 3rd Party sites can integrate

takealot pay

Why Takealot Pay? ⓘ

Investec VISA Change ⓘ

\*\*\*\* \*\*\*\* \*\*\*\* 9017 Exp. 08/21

Nthabiseng Moyila Work

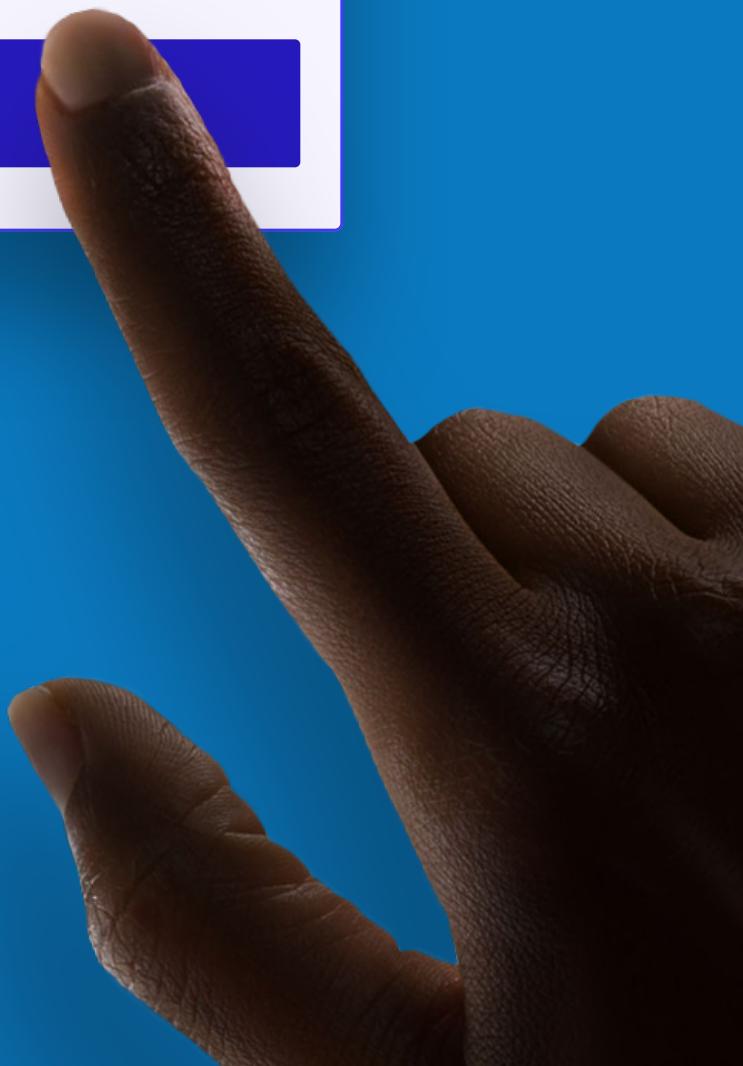
Cowboy Aliens 4 Darters Rd  
+27 83 293 4859 Gardens  
Cape Town 8001 Change ⓘ

Friday, 14 June 2019 FREE Change ⓘ

Standard Delivery

Midea - Dishwasher - Mini Washer (Colour: Gold) R3999 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.

The diagram illustrates a user flow for a shopping cart on the takealot.com website, showing a transition from a multi-step checkout process to a simplified one-step payment screen.

**Initial State (Top Left):** A desktop view of the takealot.com shopping cart page. The URL is [takealot.com](#). The page shows a summary of items in the cart, including a "Delivery" section with "Deliver" and "Collect" options, and a "Payment" section. The navigation bar includes "Continue Shopping", "Shopping Cart", and "Checkout".

**Step 1: Delivery Selection (Top Left Mobile):** A mobile phone view showing the "Delivery" step. It displays two options: "Deliver" (Courier delivery right to your door) and "Collect" (Over 25 Takealot Pickup Points across the country). Below this is a "Delivery details" section with a map and address input fields for "4 Darters Rd, Gardens".

**Step 2: Date Selection (Top Middle):** A desktop view showing the "Date" step. It displays two delivery options: "Friday, 14 June 2019" (Standard Delivery, FREE) and "Saturday, 15 June 2019" (Saturday Delivery, R100). Navigation links include "Continue Shopping", "Shopping Cart", and "Checkout".

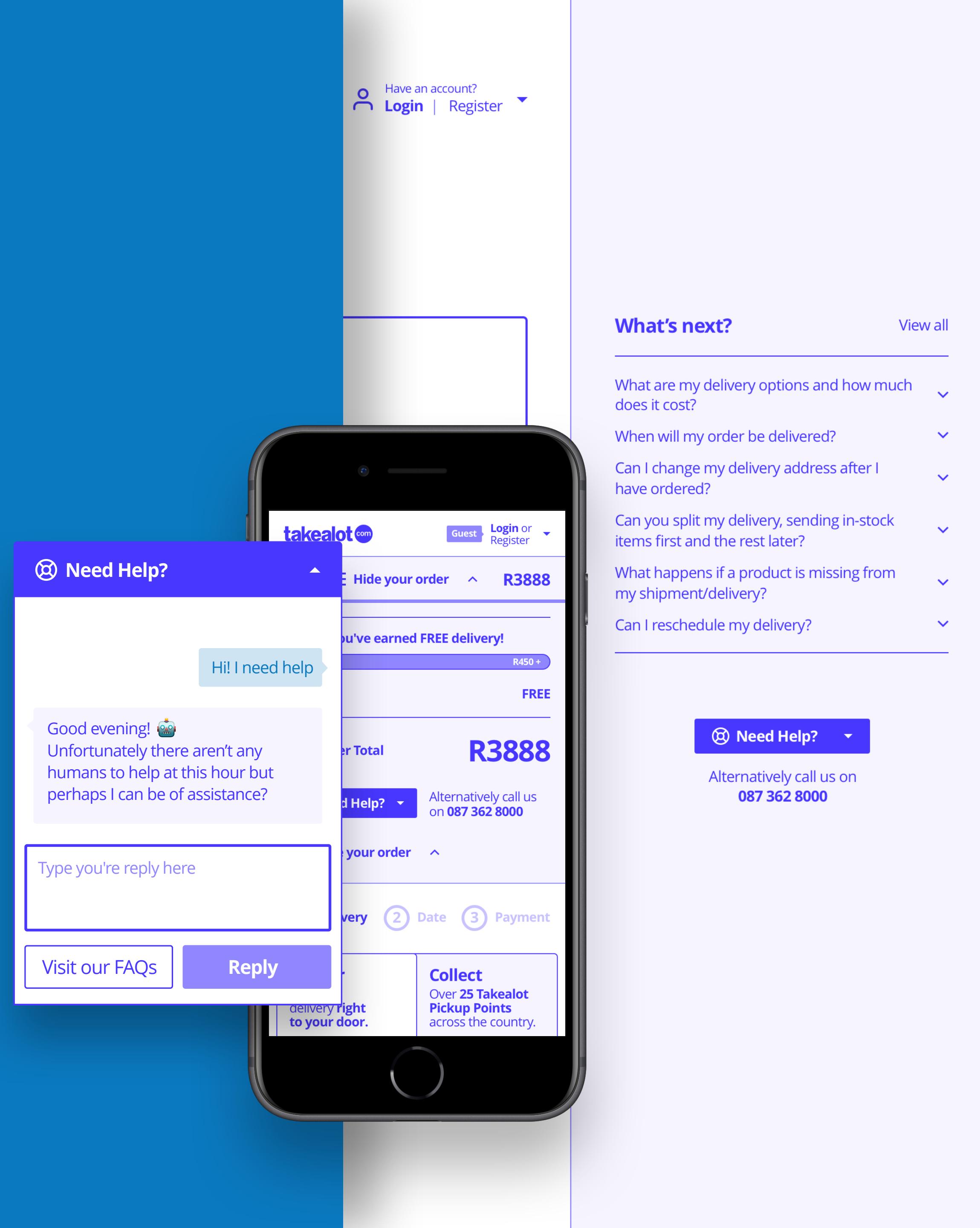
**Step 3: Payment Selection (Top Right):** A desktop view showing the "Payment" step. It displays a list of payment methods: "Credit & Debit Card" (VISA, AMERICAN EXPRESS), "EFT with Ozow" (Formally i-Pay), "Cash on Delivery", "eBucks", "Mobicred", and "NSFAS Wallet" (Formerly sBux). Navigation links include "Continue Shopping", "Shopping Cart", and "Checkout".

**Final State (Bottom Right):** A desktop view showing a confirmation screen. The message "Thank you for your payment Nthabiseng!" is displayed. Below it, a note says "A confirmation email has been sent with all your details and we're preparing your order. To never miss out on a deal again, set your 8 character password to complete your account." The URL is [takealot.com](#). The navigation bar includes "Continue Shopping", "Shopping Cart", and "Checkout".

# 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.





# 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/2lWNuh8>



Desktop Usability Test Results

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